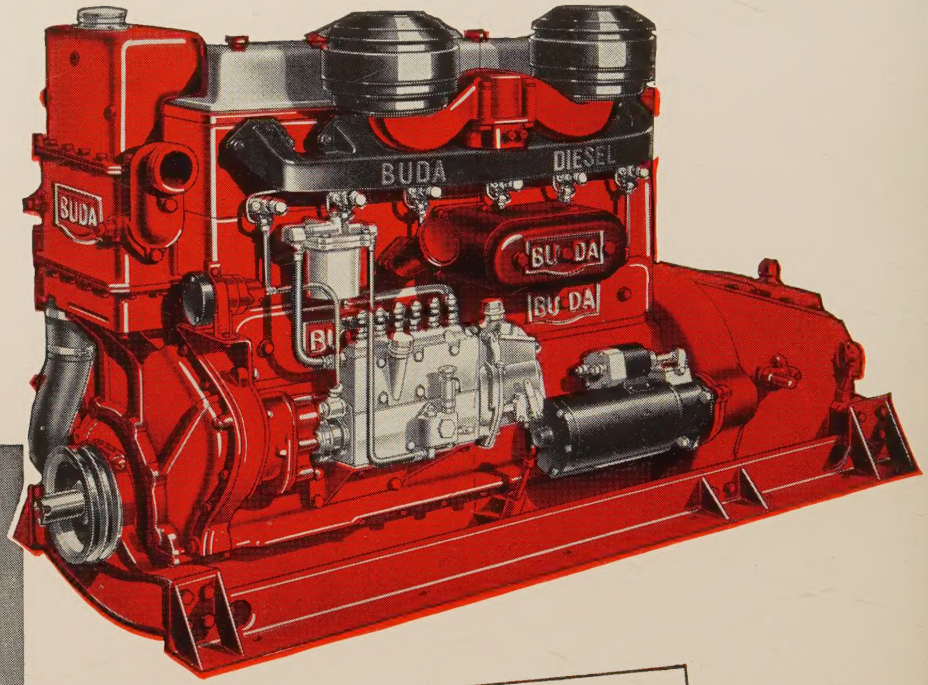
AN-AMERICAN Fisherman

JUNE 1949
35 CENTS

HARALD SYNNESTVEDT, N.E.I. PRESIDENT

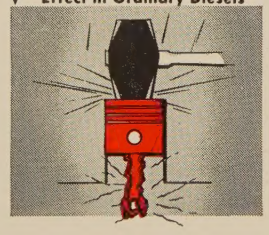
SLOW PRESSURE COMBUSTION

the engines that Experience built...



↑ SLOW PRESSURE Combustion Effect in BUDA DIESELS

↓ HIGH PRESSURE Combustion Effect in Ordinary Diesels



BUDA one-sixty-one series DIESELS

Unique, time-tested slow pressure combustion is an important feature of every Buda *one-sixty-one* Diesel. The resultant slow, prolonged "push" on the piston cuts vibration, assures a longer effective power stroke, and greatly increases the useful life of moving parts. Thus, maintenance and repair costs are held down to rock bottom. These are typical advantages made possible through 36 years of specialized engine designing experience—and 65 years of manufacturing quality products.

distributed by

COAST EQUIPMENT CO.

(MARINE & INDUSTRIAL SUPPLIERS)

2019 - 2023 MAIN ST. **SAN DIEGO, CALIF.** **PHONE F. 1595 - F. 4329**

DRAKE & BULLEN

BOATS

•

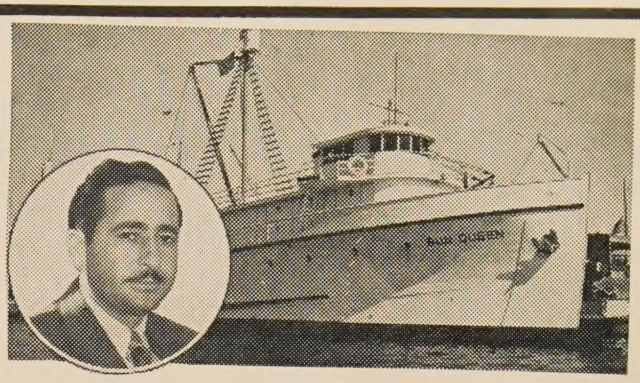
ENGINES

•

MARINE

Equipment

1150 HARBOR DRIVE
SAN DIEGO 1, CALIFORNIA TEL. F. 9-4465



MARINE INSURANCE

FIRE - AUTO • ACCIDENT

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

DISTRICT (ORDINARY) OFFICE
LIFE INSURANCE & ANNUITIES

CUTRI INSURANCE AGENCY

Suite 1016
First National Bank Bldg.
5th & Broadway

Main 0174
SAN DIEGO

Pioneers of Fishermen's Accident Insurance

PROTECT YOUR NETS *with* LODGE NET PRESERVATIVE

Order from any of these distributors listed below. These firms are the only firms selling Lodge Process Net and Line Preservative in California. Fishermen's Cooperative members of San Pedro may order through the Coop if they so desire

AUTHORIZED DISTRIBUTORS FOR LODGE PROCESS
(Insist on Lodge Process. Accept no Substitute).

AT YOUR SERVICE

DRAKE & BULLEN --- SAN DIEGO, CALIF. and MEXICO

Joe Rappa & Sons
Monterey, Calif.

Seaside Supply Stores, Inc.
San Pedro, Calif.

Island Marine Supply Co.
Terminal Island, Calif.

C. J. Hendry Co.
San Pedro and San Francisco, Calif.

LODGE PROCESS CO.

REDONDO BEACH, CALIFORNIA — MANUFACTURERS — FRONTIER 45661

SAN DIEGO, CALIFORNIA

BARNEY & BARNEY
GENERAL INSURANCE

Marine Insurance branch

422 Harbor Lane
Franklin 9-2650

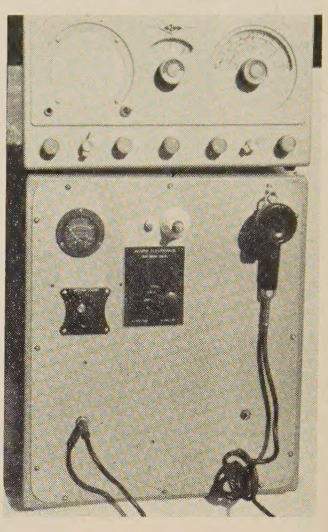
In charge of
Louis David-Di Marino

Main Office: 208 Scripps Building

SAN DIEGO, CALIFORNIA

New
LONG RANGE
RADIO
for
SMALL BOATS

Low in Cost



125 watt small boat telephone transmitter assuring constant contact. Precision engineered and built of finest materials. Over 70 sets now in use . . . many over three years. Backed by 20 years radio experience.

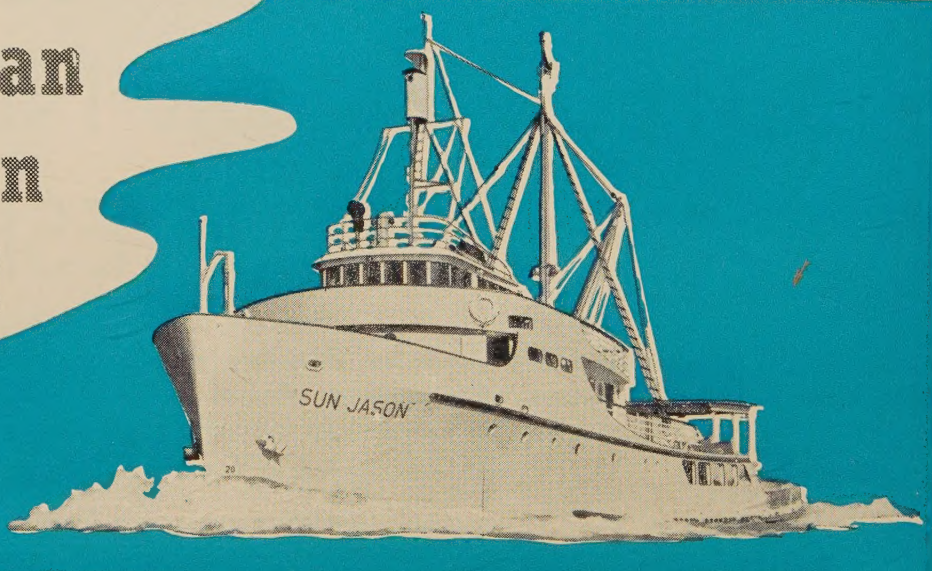
Operates on 32 or 12 volt DC or 110 volt AC
100% modulation

- Ideal small boat transmitter
- Compact with low power drain
- FIVE BAND RECEIVER

PACIFIC ELECTRONICS

Phone M. 1221 — AL. HENDERSON — 2355 India San Diego, Cal.

A Fisherman depends on his Boat !



A FISHERMAN DEPENDS ON HIS BOAT!

You know the old saying about a carpenter and his tools! It may hold true for a carpenter, but with a fisherman it's different. If his boat is poorly built, or unseaworthy or faulty in some way—he won't come in with the high catches! That's why AVONDALE TUNA CLIPPERS are queens of the fleet—because a fisherman knows they'll stand up to a sea, that they'll range with the best, that everything to the last scupper is designed and built to perform with the best. And then too—AVONDALE CLIPPERS are built of STEEL!

Avondale Marine Ways, INC.

MAIN PLANT: AVONDALE, LA. — QUICK REPAIR PLANT: HARVEY, LA.

PAN-AMERICAN *fisherman*

NEWSmagazine of PAN-AMERICAN FISHERIES combined with the magazine TUNAfisherman

A Journal Published Monthly
Serving the Pan-American Fisheries

A Marine Press Publication

President.....Cosimo Cutri
Editor-in-Chief.....John Springer
Executive Editor.....Seymour E. Francis

Volume 4 Number 1

TABLE OF CONTENTS

LET'S TALK IT OVER..... 5
EDITORIAL..... 6
THE GLOBE..... 7
AIM AT THE HOUSEWIFE..... 8
MANUEL G. ROSA..... 10
NEW PRODUCTS..... 12
GOLDEN GATE..... 13
THE DiMAGGIOS..... 14
N.F.I. AT CHICAGO..... 16
WATERFRONT OBSERVER..... 18
FAIR WINDS..... 19
EBB'N FLOW..... 20
MILADY..... 21
FIESTA..... 25
CLASSIFIED ADS..... 26
INDEX TO ADVERTISERS..... 29

CONTRIBUTING EDITORS

Stuart Aiton
S. Buck Russo
Frank Evans
John Hegeman
William A. Walters
John deBeck
Dorothy Harvey
Merle B. Parke

San Francisco Representative
JOHN Q. ALLEN
Room 207
421 Powell St. DOuglas 2-7646

FOREIGN BUREAUS

Honolulu, T. H.; Anchorage, Alaska; Sydney, Australia; Mexico City; Lima, Peru; Balboa, Canal Zone; Capetown, S. Africa; Tokyo; Ensenada, Mexico; Tijuana, Mexico.

DOMESTIC BUREAUS

Portland Oregon; Seattle, Washington; Coos Bay, Oregon; San Francisco, Los Angeles, San Pedro, San Diego, Monterey, California; Aberdeen, Washington; New York City, Washington, D. C.; Boston, Massachusetts.

The magazine PAN-AMERICAN Fisherman, combined with TUNA Fisherman, is published monthly in Calif. Editorial and executive offices are at 205 Broadway Pier Building, San Diego, California. Radio-telephone identification, "PANAMAG." Telephone FRANKLIN 7876. Subscription, U. S. and Poss., 1 year $3.00, 2 years $5.00, 3 years $7.00 and single copies 35c. Entered as 2nd class matter, February 19, 1948, at the Post Office at San Diego, Calif., under the Act of March 3rd, 1879.

THE COVER

Mr. Harald Synnestvedt, newly-elected President of National Fisheries Institute, Washington, D. C., succeeding Mr. Carlton Crawford of Palacios, Texas.

IN THIS ISSUE:

FIFTY-ONE years ago a hardy, lovable Italian fisherman landed in San Francisco, determined to set himself up in business, make a living for his family and die in a free America. He did all three; his death occurring last month. He was a good fisherman and a good citizen; he became one of the Bay City's most famous citizens long before he died at 77. But his fame did not come from his fishing, or his civic-mindedness; he was known the length and breadth of the continent for the fact that he fathered three of the greatest athletes this country ever has known. They were Dominic, Vince, and, of course, Joe DiMaggio.

"Pop" DiMaggio had a little trouble in reading English print. But he always knew how his baseball-playing sons were doing. Often he would surround himself with an even dozen different newspapers, and have his wife, Rosalie, rake them over with a fine-toothed comb. He got to know the game backwards, and rarely failed, when Joe was with the San Francisco Seals, to be on hand with plenty of coaching. When first his sons decided to go in for baseball to the exclusion of commercial fishing, he didn't much like the idea. Soon, however, he was their staunchest rooter. John Q. Allen, Marine Press Contributing Editor in San Francisco, tells more about this remarkable old gentleman on page 14.

•

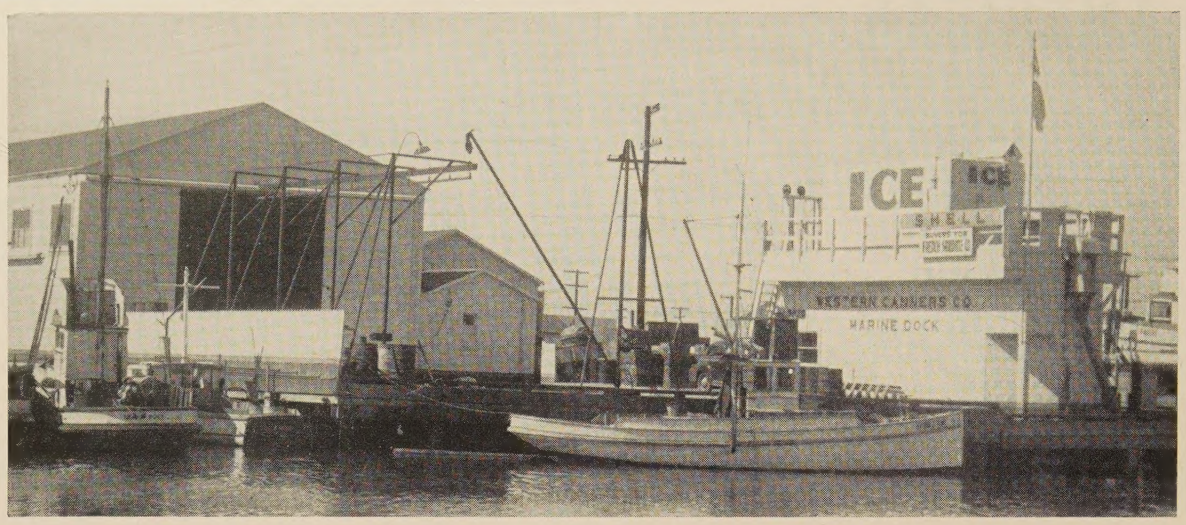
LAST March, Edmund Rucker, feature writer for the San Diego Union newspaper, was prowling around the waterfront in search of material for a good story. He found it at San Diego's American Tunaboat Association; in the person, in fact, of Manuel G. Rosa, Association president. Rosa's family history, indeed, is colorful enough to warrant Rucker's claim. "They could provide the background for a novel." His article, which deals with the Rosa family way-back-when, probably will hold your interest. It's on page 10.

•

THE commercial fishing industry seems to be generally agreed that, in order for the business to expand, more people must be educated to eating fish and shellfish. With this in mind, Pan-American Fisherman asked Murray Wheeler, Publicity and Advertising Director, National Fisheries Institute, to make some suggestions. "Our purpose," he says, "is clear. We must increase the per capita consumption of fish and shellfish. More and better quality fishery products are available than ever before. Retail facilities for the distribution of these products have been expanding at a rapid rate. Either we must have an increased rate of consumption or there is trouble ahead for the fishing industry. The increase in supply means that the housewife must have a greater awareness of the varieties of our products, a better knowledge of how to utilize them and a desire to buy them. The purpose of our program is obvious. Publicity was set up as the first step; first, because of the speed with which a program could be put into operation, and, secondly, because such a program was well within the limits of the budget . . ." The rest of Wheeler's analysis is on page 8. Don't miss it.

•

INCIDENTALLY, NFI's Chicago Convention turned out to be something of a milestone in the development, processing and dispensation of the fish and shellfish business. Most of the industry's top figures were there; everything under the sun was considered, hashed over and studied thoroughly. Probably the keenest observation to come out of the conclave was made by a gentleman regarding the presentation of fish at the open retail market. "Battalions of squeamish housewives have been turned away from seafood by the cold stare of uncleaned fish at the market," he said. "But a neatly packaged frozen fillet that can be popped into the pan without fuss or cleaning is something altogether different." Certainly it is true that, where fish at one time was considered merely a Friday dish, it now is graduating to its rightful place as an outstanding food, and, as it stands today, is rapidly gaining more ground yet.



VISITING BOATS are invited to take advantage of our

COMPLETE FACILITIES FOR ALL FISHING OPERATIONS

WESTERN CANNERS COMPANY MARINE DOCK

SHELL FUEL PRODUCTS
VISITING BOATS REFUEL AT DOCK

ICE
FISHING GEAR

BUYERS OF MARKET FISH, FISH LIVERS, SWORD FISH, ALBACORE

ELECTRIC UNLOADING EQUIPMENT FOR ALL MARKET FISH

• WESTERN CANNERS CO. NEWPORT BEACH, CALIF. •

OFFICE
HARBOR 193

—FANCY CANNED FOODS—

DOCK
HARBOR 1935

LOOKS FINE FOR '49

THESE BOUNTIFUL NEW BUICKS

Extra Room — Extra View

Dynaflow Too!

AS ALWAYS "*BUICKS THE BUY*"

CERTIFIED USED CARS

ROBERT D. MAXWELL CO.

Authorized Buick Dealers

Sales and Gen. Offices—Columbia at Ash
Service and Parts Dept.—1050 State St.

Main 5011 San Diego, Calif.

SHIP'S PROVISIONERS

SINCE 1910

•

Retailers Wholesalers of

- Quality Meats
- Fruits & Vegetables
- Domestic Food
- Liquor & Beverages

•

De Falco's MARKET CO.

1703 India at Date

F 7382 SAN DIEGO, CALIF.

For well built,

successful

TUNA

BOATS

see

Cecil W. Drake

Franklin 9-7421

B STREET PIER

SAN DIEGO, CAL.

representing

Avondale

Marine Ways,

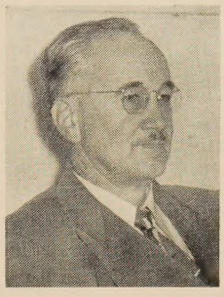
Inc.

NEW ORLEANS,

LA.

Let's Talk It Over

LAST month the estimable State Department threw a bolo into plans for a more reasonable program in the matter of importing into this country fisheries products from several foreign countries, and warned the Congress that import quotas on tuna could bring retaliatory measures from those countries affected. The answer to the problem, the Department indicated, lay in boosting production, in larger promotions, in cutting costs, and by seeking a Federal subsidy. The overall interpretation of the situation did not surprise too many of the persons involved in the commercial fish ing industry; a great many people, in fact, expected nothing less from a Government bureau which, during the past year, has functioned with the brilliance that could be anticipated of a group whose chief claim to fame has been its more than consistent record of bungling, and wrong-guesses.



TRUE, the American fishing industry does need more advertising and bigger promotions behind it. The housewife in this country never has been thoroughly sold on fish as a food, at least in an entirely efficient manner. When one considers the huge advertising layout each year by the American Meat Institute, the picture becomes a bit more clear, and the remedy obvious. But all of the promotion in the world will not take up the slack in the grocery shelf prices; American canners cannot possibly put fish in cans as cheaply as some of our foreign neighbors. Let a canner cut his price, and immediately the foreigner sells under him, and, of course, the foreigner can cut his price, and still make money because of his cheap labor, to a point that would run American canners out of business. A good example of this lies in the current tuna importation to New York city from Peru. Peruvian tuna has been steadily increasing during the past year, and at a rate that has become so alarming that some San Diego, California, brokers are frankly discussing the possibilities of branching into other fields.

A GOOD illustration of how the brokers feel is summed up by Earl Gustafson of Gustafson Brokerage Company, San Diego. "This is an extremely grave situation." There now are, as an example, 23 canneries, all new, operating in Peru, and, even though they are small at present, they are expanding as sales increase. These canneries pay from $40 to $50 a dockside ton for tuna, compared with the $340 a ton paid by Southern California canners. The United States imposes a duty on Peruvian tuna of 22½ per cent of the canneries' selling price. Peruvian canneries, as the result, can deliver canned fish to New York city at a price lower than the American canners ever can hope to meet, and, on the West Coast, Peruvian fish is being handled by a San Francisco broker, who reportedly is doing one hell of a good business. But that is not all.

JAPAN, which, since the war has been undergoing a process of rehabilitation that has cost the American taxpayer more than $1,000,000,000, is frenziedly carving out her portion of the American retail fish business. Every day her output gets larger, under the able encouragement of that outstanding sink of mismanagement, SCAP. The situation, on the whole, is blacker than the Ace of Spades, and, with a bit more bungling on the part of the State Department, the American commercial fishing industry will be headed for bankruptcy.

• • •

Oscar deBeck, President and Chairman of the Board of Directors, Marine Press Association, and publisher of the magazine, Pan-American Fisherman, has resigned to take over the post of Advertising Director of MPA. An advertising executive for most of his life, deBeck's application to the Board indicated that he would be more "contented in the selling bracket." deBeck started the magazine Tuna Fisherman, a small San Diego, California, publication, which grew, within 18 months, into the present Pan-American Fisherman.

EDITORIAL

The Los Angeles Area ... a Huge Market!

(The recent price squabble between Southern California canners and fishermen of tuna has given rise, of late, to a baker's dozen of opinions regarding the reason for the rise and fall of dockside prices. Of these, many claim that canned tuna has not been advertised and promoted widely enough to the consumer. In other words, these gentlemen hold that the American housewife has not been properly educated to the nourishing benefits of tuna, at least in a manner calculated to result in the huge grocery store sale to which it is entitled, and that, in fact, the canners have barely scratched the retail market. The following summary, while not exactly devoted to this subject, represents a picture, however, that is significant. It was prepared by C. S. Sampson, President, Los Angeles Board of Harbor Commissioners at "Port of Los Angeles Day," World Trade Week luncheon of the Advertising Club, Biltmore Hotel, Los Angeles, last month.)

•

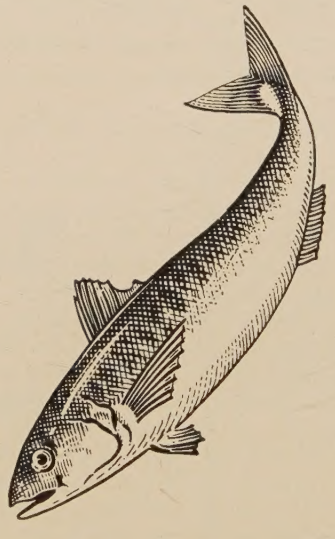
LADIES and Gentlemen of the Advertising Fraternity:

People make markets, markets demand transportation, and Los Angeles' one hundred million dollar harbor in 1947-1948 reflected the tremendous population growth of the west. The port that was "planned and built for shipping" moved seventeen million, nine hundred and eighty-eight thousand, eight hundred and seventy-two tons of commerce last year. That was two million, five hundred and forty-five thousand, one hundred and eighty-three more tons than the year before. It brought the total freight of the port since 1855 to the astronomical figure of five hundred and seventy-four million, eleven thousand, six hundred and eighty-seven tons.

It required three thousand, two hundred and thirteen bottoms, four hundred and eighty-five more ships than called at Los Angeles Harbor in 1947, to move the tremendous tonnage. A total of one thousand, five hundred and thirty-one vessels handled general cargo this year as compared to one thousand, three hundred and one vessels last year, a gain of two hundred and thirty ships. In world trade, a total of one thousand, two hundred and ninety-one vessels called at the port as compared to seven hundred and fifty-eight last year. The number of ships engaged in intercoastal trade dropped from four hundred and fifty-eight to four hundred and thirty-six and the number of vessels in coastwise service decreased from one thousand, five hundred and twelve to one thousand, four hundred and eighty-six due to unsettled economic conditions.

Increases in all classes of passengers embarking and disembarking on vessels entering Los Angeles Harbor were chalked up during 1947. Passengers to and from foreign points totalled nineteen thousand, six hundred and thirty-three as compared to twelve thousand, five hundred and thirty, a gain of seven thousand, one hundred and three. Passengers to and from Catalina Island jumped from seven hundred and seventy-three thousand, three hundred and fifty-seven in 1946-47 to nine hundred and thirty-seven thousand, one hundred and seventeen in 1947-48, an increase of one hundred and sixty-three thousand, seven hundred and sixty. Intercoastal vessels handled sixteen passengers where there were none the year before.

This optimistic approach to public responsibilities was in the face of paralizing shut-down of the port during



1948. Los Angeles, like all other harbors on the Pacific Coast, was practically closed from September 2nd until December 4th to dry cargo waterborne movements due to a dispute between labor and employers.

However, owing to an increase in royalties from oil produced on harbor department land, the port's total receipts, in spite of the loss from commerce due to the strike, increased from three million, seven hundred and fifty-one thousand, nine hundred and ninety-five dollars in 1947 to three million, nine hundred and five thousand, nine hundred and ninety dollars in 1948.

The fastest-growing community in the nation found that it had a harbor to keep pace with its growth. In nine years, one million, eight hundred and thirty-five thousand additional persons have become residents of Southern California. The population count is now five million, seven hundred thousand in terms of growth over the 1940 census. It is like adding two complete cities the size of St. Louis to the area. In terms of people, this vast marketing area now exceeds the last census count for Michigan. Population of Los Angeles City is more than two million, a gain of nearly five hundred thousand persons since 1940.

Perhaps in no other community enterprise are we so well prepared to cope with the tremendous population and industrial growth as we are with our two thousand, seven hundred and seventy acre harbor. Population growth means more than big figures. More people means more purchasing power and more industry means more exportable goods. Flexibility to handle diversified imports and exports required not a good harbor but a *great* harbor. Our present port facilities, plus the eleven million dollars in construction planned during 1948, will permit us to keep step with progress.

From Los Angeles Harbor, ships of the sea call at Pacific Basin countries having one billion human beings within their boundaries. Products from Los Angeles Harbor can go direct from factory to shipside for delivery to Hawaii, the Philippines, Australia, the Orient, Central and South America, and to all global destinations that the competitive advantages of this area make possible.

Los Angeles Harbor is close to a vast storehouse of raw materials because the west has large amounts of the common minerals of industry, and, in addition, has special and strategic minerals not found anywhere else in the U. S. Of all the western states, California is particularly favored, and Los Angeles is the best qualified site to process these materials.

Southern California is a golden horn of plenty. Thousands of tons—one hundred and ninety-five million, six hundred and thirty-seven thousand, eight hundred and one pounds—of foodstuffs were handled over the docks and wharves of the harbor during the year.

(*Continued on Page 19*)

The GLOBE

An International News
File compiled by
FOREIGN BUREAUS
Marine Press Association

Ottawa, Canada.—Landings: The 23,808,000 pounds of sea fish landed in Canada in March was 22 percent below the landings in March 1948, according to the March 1949 Monthly Review of Canadian Fisheries Statistics of the Dominion Bureau of Statistics. The total catch of 191,419,000 pounds for the first quarter was 20 percent lower than for January-March 1948.

On the Pacific Coast, the landings of 6,953,000 pounds were twice those of March 1948, but the cumulative total for the quarter was 20 percent lower. The catch of herring, while insignificant when compared to February, was still 10 times as great as in March of last year. While the combined figures for Pacific "cods" (including sablefish) were not much below those of March 1948, there was a noticeable increase in the landings of rockfishes. The catch of clams doubled, but that of oysters was only half that of a year ago.

Disposition of Catch: More fish is reported as being sold in the fresh filleted form than was the case in the first three months of 1948, while fewer fillets are being frozen this year. About 95 percent of the whole catch of sardines was canned in March. On the Pacific Coast, a smaller proportion of sablefish is being used in the smoked trade and about a third of the small catch of spring salmon was filleted. Almost two-thirds of the clam catch was reported as being canned, whereas a year ago practically the whole catch was sold in the shell.

Oslo, Norway.—High commendation for Norway's "Recovery First" policy was voiced recently by deputy director of America's ECA Mission to Norway in an address before members and guests of Oslo's Business Executive Club, according to an April 16 report from the Royal Norwegian Information Service.

Concentrating on the means by which Norway could increase exports—particularly to dollar areas—the speaker placed special stress on the production and publicizing of products which have hereto been exported in but limited quantities. Of Norway's present foreign exchange sources, it is expected that increases in shipping incomes would be limited, and that of fish, cod liver oil, pulp, paper, and metals, only ores and metals offered prospects of increased exports—and these, only on a limited scale.

Items which could be exported in greater quantities include urea, enameled silverware, skis and sports equipment, cod fillets and other frozen fish products, distinctive textiles, ceramics and furniture.

Approximately 70-80 Norwegian fishing xessels are expected to participate in the cod fisheries off Greenland in May.

Honolulu, T. H.—Locality of catch, catch composition, breeding conditions, and size and weight frequencies of various commercially caught tunas have been obtained from 21 long-line vessels by the Section of Biology and Oceanography of the Pacific Oceanic Fishery Investigations stationed at Honolulu, T. H. Lengths and weights of 231 individuals (largely big-eyed and yellowfin tunas) were added to the 650 records previously taken.

Members of the staff made a four-day trip to the Keno coast of Hawaii to study tuna fishing methods. The staff has continued morphometric measurements on tunas landed by long-line vessels at the Honolulu market. Though the number of fish brought in from April 18 through April 23 was small, catches landed during the last week of April showed a marked increase over those made during the earlier part of the month. Arrangements have been made with Hawaiian Tuna Packers for taking a series of morphometric measurements on skipjack landed at Kowelo Basin as the fish are brought into the packing plant. Computations will be completed this month on the comparison of the morphometric data for African and Central American yellowfin tuna. A joint project with the Territorial Division of Fish and Game resulted in the accumulation of 146 sets of morphometric observations from tunas taken near the Society and Marquesas Islands. Observations were made also upon their sexual maturity and food habits.

Bremerhaven, Germany.—Due to the disappointing catch of fish, especially herring, during the 1948 season in the usual German fishing grounds, fishing ship owners are giving serious consideration to extension of the customary grounds, according to an April 12 report from the American Vice Consulate at Bremerhaven. The three major fishing grounds now are the North Sea north of 57°N., off the Norwegian Coast, and to the south of Iceland. The extension of the fishing grounds westward towards Greenland is discussed, but until larger vessels capable of remaining at sea longer are built, vessels will continue to fish in the usual areas.

The mothership and floating-factory systems are not being seriously considered, due to the failure of a factory ship tried in the Baltic before World War II to prove itself economical.

Electrical Fish-Catching Devices: In Hamburg, an old minesweeper is now being fitted with a device to catch sea fish electrically. It is expected to be ready for tests on the fishing grounds this summer.

The device consists of a special generator and a special combination of electrodes and conventional nets. The electrodes set up an electric field which induces the fish involuntarily to begin to swim in the direction of the mouth of the net. The special generator is needed to make it possible to set up a sufficiently strong electric field over a large area without a prohibitively great power consumption. When the device is used in fresh water, no special generator is needed.

The advantages of this system of catching fish are several: (1) by controlling the gradient of the electric field, it is possible to control the size of fish caught; (2) since the net does not have to be dragged, it is possible to fish over a rocky bottom.

OPINION

(There seems to be little argument as to whether or not the commercial fishing industry is badly in need of strong promotion and advertising. The consumption of fish and shellfish, on a national basis, compares so unfavorably with that of meat, for instance, that it represents very nearly no comparison at all. Here is an interesting analysis of NFI's efforts to remedy the situation by Murray Wheeler, Director, Promotions and Advertising, National Fisheries Institute.)

•

Aim at th

Is America's Homema

OUR purpose is clear—we must increase the per capita consumption of fish and shellfish. More and better quality fishery products are available than ever before. Retail facilities for the distribution of these products have been expanding at a rapid rate. Either we must have an increased rate of consumption or there is trouble ahead for the fishing industry. The increase in supply means that the housewife must have a greater awareness of the varieties of our products, a better knowledge of how to utilize them and a desire to buy them. The purpose of the program is obvious.

We set up publicity as the first step; first, because of the speed with which a program could be put into operation and, secondly, because such a program was well within the limits of the budget. During the past eighteen months a continuous flow of material has been distributed to magazines, newspapers, radio stations and every other known type of media. All of this work has been coordinated through a group of food writers and specialists in our agency. The result has been a skillful, economical and efficient operation.

National and sectional magazines of all kinds; daily and weekly newspapers; special interest publications; consumer literature and advertising of related industries have all been used to bring our story of the values of fish and shellfish to the nation's reading public. All opportunities have also been grasped so that the listeners of the nation are getting our story over the air. The materials supplied to these editors and broadcasters who so definitely influence the buying habits of this country include: news stories, article material, nutrition and cookery information, pictures and other illustrations, radio scripts, platters for rebroadcasting and giveaways for radio shows.

Our advertising efforts during this period have been limited due to budget restrictions. However, during 1948 half-column coupon advertisements were run with two insertions in some of the leading women's magazines. Each advertisement featured the fish cookery booklet. Over 85,000 women responded to these ads and wrote in for the booklet.

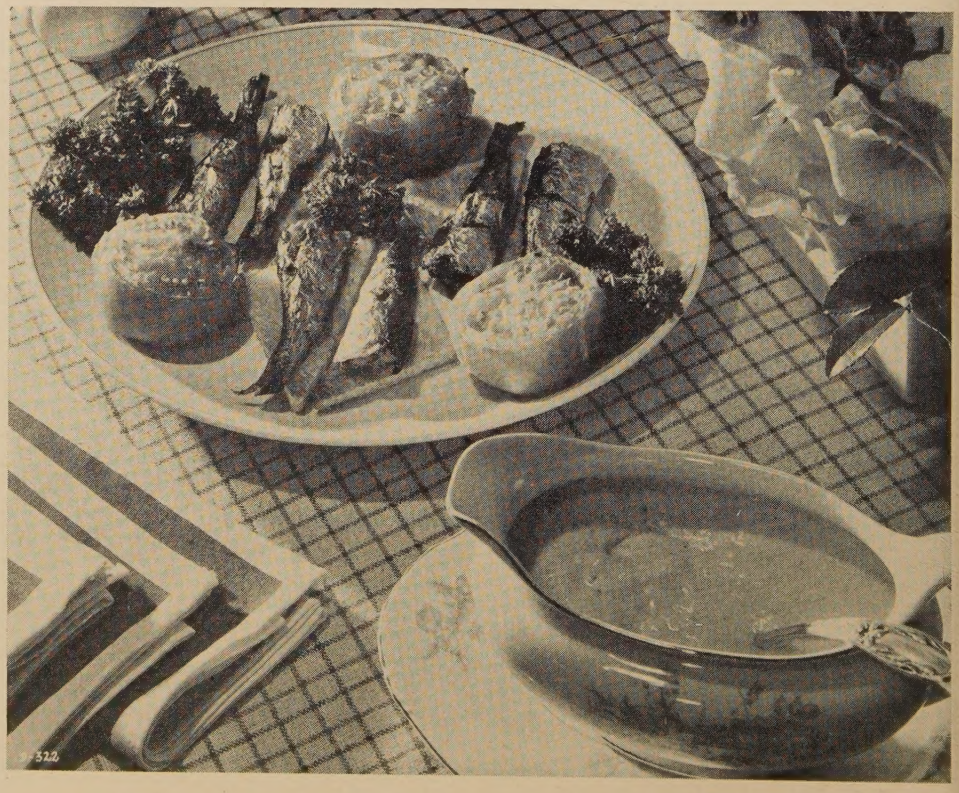
In addition, over 500,000 booklets were distributed to housewives through retail outlets and publicity activities. Further, store display materials were furnished retail outlets throughout the country. In fact, some retail groups advertised at their own expense the availability of the booklets.

THE great possibilities for direct consumer advertising is best illustrated by the first full page, four-color advertisement ever run by our industry, which is now appearing in the May issue of the *Woman's Home Companion*.

This ad shows five types of varieties of fish and shellfish. Other insertions would include other varieties. Such advertising presents our products in the most attractive and salable manner. No other protein food can offer such choice and appetite appeal to the consumer. The development of our advertising program is solely dependent upon the funds available.

In 1937 the per capita consumption of fish and shellfish was 10.7 pounds. In 1947 is totaled 10.8 pounds, or an increase of 1/10th of a pound in ten years. In 1948 the per capita consumption rose to 11 pounds, or an increase of ¾ths of a pound during the first year of our program.

The latest available figures released by the Fish and Wildlife Service show



lousewife!

ıg Educated Properly?

that the sale of fresh and frozen fish combined for the first three months of 1949 was 10,000,000 pounds greater than for the same period during 1948. The total production of the leading canned fish varieties in 1948 exceeded the 1947 production, but there is no source of definitely determining the rate of turn-over during the first three months of this year, as compared with the last. While some of the varieties enjoyed an unsually good sale during this period, others did not do as well, but the total over-all report indicates that more people ate more fish during this Lenten period than they did a year ago. As in other segments of the food industry, high production costs and lower selling prices reduced the margin of profit appreciably, but without this additional volume in 1949 the profit margin reduction would have been even more severe.

Better quality products, wider distribution facilities and increased consumer demand are the basic elements for a successful fishing industry. If any one element is lacking, the whole structure fails. We have better products than ever before, the most modern facilities for their distribution are being installed throughout the country in every type of food outlet. To complete this cycle of successful merchandising, our publicity and advertising program is persuading more people to consume more fish and shellfish than ever before. Your program has been successful—it is producing results.

THE present success of the publicity phase of the campaign has been due to a large degree to the fact that it represents all segments of the industry and plays an important part in assisting food writers and commentators in the preparation of their own material. Our program has become their headquarters for all information on fishery products. They, in turn, have become more interested in our products and are utilizing our facilities to offer their readers and listeners a wider variety of more economical meal suggestions. To carry out this tremendous program the J. Walter Thompson Company agency has set up a special staff who work closely with your advertising director.

Our present arrangement for publicity with the agency has proved to be a good investment. We could not possibly set up a staff of our own to do this job at as reasonable a figure. Also, it would require a long operation, experience and contacts before we could approach the efficiency of the agency staff now working on our account. The program is more effective the second year than it was the first and will continue to produce more effectively each year. I would recommend no change whatsoever in the publicity part of our program.

We must, of necessity, however, recognize the fact that in publicity for which there is no space or time charge, the editor makes the final selection of material she will use. Due mainly to the food editors' lack of knowledge of the fishing industry we have been able to guide her efforts to a much greater extent than would have been possible under other circumstances. Our publicity messages will continue to be a matter of opportunity—strongest in the Lenten period and weakest during a holiday season such as Thanksgiving when poultry takes the limelight.

This means we must get into paid space advertising so that we can give the background to our publicity by delivering to the consumer explicit messages we want her to receive and at the times we want her to receive them. The advertisement in *Woman's Home Companion* illustrates this point clearly.

Our fundamental job is changing the eating habits of the American family. The consumer must be reminded again and again—she must be sold month in and month out, year after year.

I sincerely believe that if our industry can provide the additional advertising funds to take advantage of our present progress that we can continue to build the curve of an increased per capita consumption.

SILHOUETTE

Manue

Wheelhorse of Ca

(Here is one of the best stories to come out of San Diego, California, in some time. It's about Manuel Rosa, President, American Tunaboat Association, and his family. Regarded as one of the San Diego fleet's greatest leaders, Rosa's rise in commercial fishing has become, over a period of years, a favorite Border City success story. Starting with one boat, Rosa, as owner, today directs the operations of a number of huge tuna clippers, which range the ocean like hungry wolves, and his harvesting of the seas, through these same years, has amounted to millions of fish pounds. The article was prepared by feature writer Edmund Rucker of the San Diego *Union* newspaper, and it originally appeared in that publication March 13, 1949. The editors of *Pan-American Fisherman* appreciate The *Union's* permission to reprint it.)

•

A GRIPPING romantic novel could be based on the lives of the Portuguese parents of Manuel G. Rosa, San Diego tuna tycoon and president of the American Tunaboat Association. Relaxed in his walled and beautifully landscaped city estate on Point Loma, Rosa tells you his career really began with the courtship of his parents. He is intensely proud of his father, who died 4 years ago in the fishing village of Santa Cruz, island of Pico, the Azores. Santa Cruz has given many big-time fishermen to San Diego.

Rosa's father never saw America. He was a remarkable man, his son asserts, his eyes shining with earnestness. Destined for the church, the elder Rosa, who was a native of the town of St. Roque on the north side of the island if Pico, was sent to a Catholic seminary there. But after being graduated, he declined a call to the priesthood. Instead, he took a position as manager of an Azorean *grandella* (chain store) with headquarters on the neighboring island of Fayal. On a business trip to Santa Cruz, he met a very young and very pretty girl. Her father had recently died. They fell in love and he besought her mother for permission to wed.

"But before the ceremony could be arranged, a rich uncle from Brazil, my grandmother's brother, a Senor Ferreira, voyaged to Santa Cruz to oppose the marriage," Rosa recalls. "This rich uncle pointed out that the young suitor had been a student in a church seminary with no contact with the world and that by training and temperament he could not make a good husband. But the girl's widowed mother, risking the wrath of her brother, followed her own judgment, gave consent to the lovers and they were married." The Brazilian uncle never communicated again with the Rosa family.

"To this union was born six sons and five daughters. I was the second child," Rosa continued. "Even with 11 children in the house, ours was one of the happiest homes in all Portugal. Yes, my father was remarkable. He spoke five languages and was widely read. Soon after his marriage, he resigned from the *grandella* and became a sea captain, interested on the side in whale fishing. He was repeatedly elected mayor of Santa Cruz. He taught a night class of grown boys in a private school. He often appeared in court as lawyer for some poor, unfortunate citizen.

"When I was a boy in Santa Cruz, I became the youngest skipper of a boat in the Azores. It was a small sailboat for fishing called the *Flora de Ports* (Flower of the Ports). It had a crew of five boys. It was in this little boat that I learned about the sea and about fishing."

When young Manuel Rosa was 15 he told his father he yearned for adventure, that he wanted to go to America. The elder Rosa tried to dissuade him but Manuel persisted, and finally the father yielded and gave the lad money for his passage. He went first to Sprague Wash.—"for no good reason," he interjects. In all the 5 years he lived at Sprague he didnt see a single Portugueses. But he had 18 months of grammar school there, from which he tells you he profited greatly. In 1917 he joined the U. S. Navy and after 18 months was rated chief bosun's mate. He stayed in the Navy 2½ years, always under Capt. Miller Freeman, now publisher of the *Pacific Fisherman* magazine.

DISCHARGED from the Navy in 1921, Manuel went back to Sprague and opened a variety store. But he recalled a promise to his mother and returned to the Azores for a visit home. While there he renewed an acquaintance with a girl he had known as a child—Maria Alves—and they were married.

•

Executive

Manuel G. Rosa

G. Rosa

ia's Fish Industry

Several months later he prepared to go back to America but Maria was expecting a child. It was decided that she should remain in Santa Cruz until the child was born. He returned to Sprague, sold his variety store, and went to San Francisco, where he opened a food market. There he was joined by his wife and child, a daughter.

Meanwhile Manuel's brother, Antonio Rosa, had followed him to America and had settled in San Diego. Antonio urged Manuel to come to San Diego. "I am sure you will make better in San Diego fishing than in a store," he wrote. Manuel traveled to San Diego, looked over the waterfront with the knowing eye of a veteran fisherman, recognized opportunity and decided that Antonio was right. He sold his San Francisco food market and joined Antonio here.

Unlike most other local tuna tycoons, Manuel Rosa's start in the fishing industry was not on a shoestring. He had the money to purchase the *Peerless*, which was 65 feet long and at the time the biggest boat here. That was in 1923.

Two years later, seeing the possibility of greater profits in a larger vessel, Rosa in partnership with Antonio and Manuel Avila (who has since returned to the Azores to live) ordered from a San Pedro shipyard a 108-foot fishing boat which they named the *Lusitania*. *Lusitania* is another name for their native Portugal.

"We thought the *Lusitania* was the last word in modern fishing equipment," Rosa recalled. "But in those days we had none of the devices which now ease the toil and increase the efficiency of fishing crews. Since then, we have acquired sound machines; the brine system has replaced the old icing of fish; and we have the radio and telephone. Before their advent the work was very hard.

"In 1923 we decided to enlarge our fleet and we built the *Belle of Portugal* and the *Picarota*—sister ships. The following year we started building the *Azorena*, which was the largest boat in the San Diego fishing fleet. In 1940 the Navy took over three of our vessels, leaving us only the *Lusitania*. We wanted to build another boat but couldn't get priorities. We decided to rebuild the *Lusitania*. We managed this by retaining the keel. All of the *Lusitania* except the keel is new. It is 9 feet longer, 2 feet wider and 2 feet deeper than the old *Lusitania*. I could have sold the new *Lusitania* before it was completed at a handsome profit, but even though only the keel was left from the first boat, we regarded it as a member of the family."

Sailor

Competent Alvin Rosa is believed to be the youngest tuna clipper master in the fleet, but handles his ship like a veteran of decades.

Rosa had retired from active fishing by 1938. At the close of the war, the Navy permitted him to buy back the boats taken for the emergency. He continues to operate five boats by remote control—and not too remote. The Rosas reside in a mansion-like home but they spend much time on their yacht, the *Rosa M.*, acquired in 1948, which Rosa calls the pride of the family. So far they have ventured only 150 miles from the local harbor in the yacht, but Rosa plans to cruise to southern Mexico waters in May.

Meanwhile, the child born in the Azores is now 24-year-old daughter Mary. She has taken pre-medical courses at State College and U.C.L.A. and is currently trying to decide whether she wants a career as a physician. A son, Alvin, 22, is skipper of the *Lusitania*. He was graduated from Brown Military Academy with the rank of major.

A devout Catholic, Rosa is a generous supporter of St. Agnes Church and has installed chapels in all of his boats. "It is a religious symbol and a reminder to the crews," he explains. Rosa has been associated with a number of other men in partnerships, but the one he speaks of with the greatest affection is Lawrence Oliver.

He is a baseball fan and a frequent visitor at race tracks, but he insists that he never bets—or seldom ever.

ROSA views the future of the tuna industry with misgivings. "The industry is moving toward a crisis which cannot be postponed more than 2 years," he declares. "It is confronted with problems for which I can see no solution. The chief trouble is that there are too many fishing boats. In the last 10 years, I have seen the San Diego tuna fleet treble in tonnage.

"Another headache for boat owners is the constantly rising cost of fishing operations. Boat repairs in 1948 cost me $200,000. It now costs from $12,000 to $15,000 to send a boat to sea. Fishing trips now last for months, and boats must carry a huge amount of supplies and expendable equipment. When you lay up a boat at a San Diego boatyard for a few days' overhaul, your bill runs from $12,000 to $18,000. The overhead has swollen to where it is a crushing burden and I see no way of reducing it."

Despite his analysis of the situation, however, Rosa, as President, American Tunaboat Association, is constantly on the go, and an enthusiastic worker. No problem which arises from time to time, escapes his notice. Currently, he is putting in double duty on plans to work out the San Diego fleet's latest headache: The squabble between canners and fishing boat owners regarding dockside prices paid for raw fish. In this, of course, the Association is fortunate to have a man with his experience. Rosa today is one of the best-liked men on the West Coast, not only by fishermen, but by the canning industry as well. This will go a long way toward ironing out the knotty problem, which has tied up once more the bulk of San Diego's fishing fleet, and, it is very probable that, when things once more settle to even keel, has hand will figure very prominently in the settling thereof.

New Products H

(A number of new or recently improved products have gone on the market lately. All are excellent items, and are worthy of notice. Here are a few.)

•

New Interlocking Hoisting Hooks

THE Brummel Interlocking Hoisting Hook Company of Chicago, Illinois, has just announced the marketing of an amazing new interlocking hoisting hook known as the Brummel Hook. This interesting means of attachment, entirely new in principal, replaces such standard hooks as Coleman Hooks, Swedish Hooks, Snap Shackles etc. This new hook was developed by Gordon T. Brummel, former Naval Officer, after two years of intensive research and laboratory tests. Production models were thoroughly tested in actual use on more than twenty boats on the Great Lakes last season.

During these tests every "hug" was ferreted out so that in its present design there is no weak spot and all sections of the hook will take the specified load plus a large safety factor, without fatigue or failure at any point. Laboratory tests conducted with 7x19 construction galvanized wire, the strongest of any running rigging wire for its size, showed that the wire gave way long before any fatigue was noticeable in the hooks.

Brummel Hooks are sized to take the full strength of this wire spliced in their eyes. The hooks are sand cast of tough, high tensile manganese bronze yet they are in the range of drop forging strengths in steel. (120,000 lbs. tensile strength). In actual practice they have never come apart accidentally even under the most violent flogging. They cannot, as long as they are attached to lines, as they must be placed precisely at right angles to their entrances to be disconnected, yet locking or unlocking can be done easily, even in the dark, by feel alone in a fraction of a second.

Brummel Hooks are non-mechanical and non-fouling to rigging other wires etc., there is nothing to get out of order. The eyes are sized to take either one or two wires with airplane type thimbles or larger diameter rope without thimbles. Thimbles are not necessary for rope as the bail of the hook is especially rounded out for this purpose. The Brummel Interlocking Hoisting Hook Company is now in production on three sizes, No. 0, No. 1, and No. 2. They are from 2 to 3 times as strong as other forms of attachment by size number as shown in the table below.

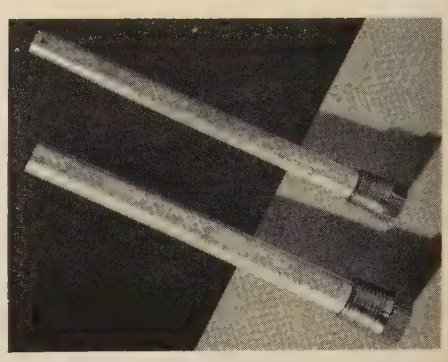
Size No.	For 7x19 Galv. Wire	For Rope	Max. Safe Load	Length Overall per set	Weight per set
0	1/8"	3/8" or 5/16"	1500 lbs.	2 3/8"	2.0 oz.
1	3/16"	1/2" or 9/16"	3000 lbs.	3"	4.8 oz.
2	1/4"	5/8" or 11/16"	5000 lbs.	3 7/8"	9.9 oz.

COR-IN Zinc Plugs Inhibit Corrosion

COR-IN Corrosion Inhibitor Zinc Rods are fitted with standard pipe-plug ends, which screw easily into heat exchangers, piping and other hydraulic equipment to protect against corrosion. The zinc rods come in 3/8", 1/2", 5/8", 3/4" and 1" diameters, with lengths up to 12 inches. COR-INS are used as both new and replacement equipment for most makes of diesel engines, for refrigeration equipment, industrial radiators, water and oil coolers, heaters and other heat exchangers, as well as for all hydraulic units subject to corrosion.

These COR-IN zinc rods extend the protection of galvanizing, according to their manufacturers, but they can be renewed readily by merely unscrewing the used-up zinc and screwing in a new one. The replaceable zincs thus keep on protecting equipment for years after galvanizing has eaten away. COR-INS are recommended to extend the corrosion-resistant life of all water lines, tanks, heat exchangers and hydraulic equipment. Where corrosion may be aggravated by hot or salt water or other corrosive agents and catalysts or by the electrolytic action of dissimilar metals or stray currents, COR-INS have a basic application. Engineers have termed the rods "more vital to the protection of submerged surfaces than paint is to exposed surfaces."

The zinc rod used in COR-INS has higher electro-chemical potential than the metals to be protected from corrosion. Thus oxygen or other corrosive causations consume the zinc in preference to the electro-chemically less active metals of which pipes, tanks, or other hydraulic equipment are made. The makers of COR-INS have tested various substitutes for their zinc rod, and point out that metals which are more reactive than the zinc must depend upon film formation to slow down their violent reactivity with water.

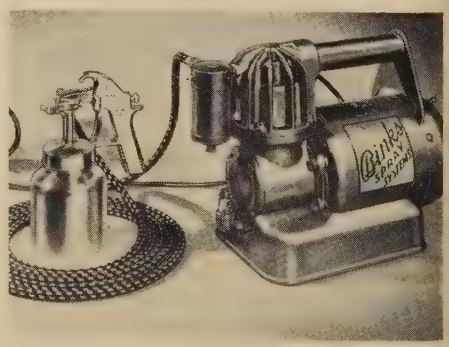


The zinc rod used in COR-INS is tested for its ideal reactivity ratio in water to insure that it will become more active when corrosive influences are severe while remaining more passive when corrosive conditions are mild. The zinc is activated by corrosive conditions in the water rather than by the water itself.

For information, write this publication or Rotometals, Inc., 980 Harrison Street, San Francisco 7, California.

The Binks Spray Unit

Offered as a new conception in paint spraying performance, the Binks Manufacturing Company of Chicago has introduced their DP portable paint spray unit. One full horsepower paint spraying performance is claimed for this new 1/3 h.p. unit. The DP (meaning Direct-drive Piston) was designed specifically for spray painting, where low air pressure and large volume is important. In actual performance tests, the 47-pound DP paint spray unit has proved itself capable of spraying any coating with



Market

the same efficiency as a one horsepower unit. It will do the same jobs as the larger outfit . . . in the same time . . . with the same materials. It is the only 1/3 h.p. paint spray that gives such performance.

Because of the compactness, lightness and portability of the DP, it adapts itself to a wide range of uses all the way from limited hobby spray painting to industrial maintenance. It handles enamels, lacquers, house and barn paint, shellacs, varnishes, and other coatings with equal ease. Actually, it can be classed as professional equipment in capsule form. The DP portable paint spray delivers 40 pounds working pressure and ample volume to operate Binks standard spray guns. It plugs into any 110-120v. A.C. line. The compressor is no larger than an overnight bag; being only 15 7/8" long, 11 1/2" high, and 7 1/2" wide at the base. There are no exposed moving parts; the motor has a safety cut-out overload switch, and oversize cooling fins on the compressor make for continuously cool operation. Complete information including illustrated literature on the Binks DP portable spray unit may be obtained by writing to John E. Rowe, Binks Manufacturing Company, 3122 Carroll Avenue, Chicago 12, Ill. Ask for Bulletin 600.

New Gear

The newly improved and streamlined Model "FG" Marine Reverse Gear, and Model EC-8000 Reduction Gear, are

manufactured by the Auto Engine Works, St. Paul, Minnesota. These units are combined and designed for heavy duty service in tug boats, tow boats, larger fishing craft and any other heavy duty craft using gas or diesel engines from 300 HP to 2100 RPM to 100 HP at 2000 RPM.

(*Continued on page* 18)

Golden Gate

By JOHN Q. ALLEN

WITH the coming of the tourist season the oglers are descending upon Fisherman's Wharf here in San Francisco. The fishermen, working in their little craft at the wharf, are daily satisfying this audience with skillful exhibitions of net-mending and other types of gear repairing. It is difficult to determine which is receiving the greatest amount of pleasure . . . the watchers or the watched. The perennial bill, outlawing commercial netting of salmon in the Sacramento-San Joaquin River system, has again come up during this past month under the title of "Assembly Bill 2015." There is, of course, much controversy regarding the details of this bill; it appears to be almost a duplicate of Proposition No. 6, which was defeated by popular vote. The sports fishermen, who are behind the passage of this bill (as they were with Proposition No. 6) claim it is an absolute necessity for the salvation of striped bass and salmon in the rivers. However Richard S. Croker, Chief of the Bureau of Marine Fisheries, California Division of Fish and Game, has recently stated in answer to a direct question, "There is no evidence that prohibition of commercial fishing in this area is necessary to salmon conservation; the word 'conservation' is frequently abused. My definition is simple. Conservation means 'wise use.' Harvesting a surplus is just as important as protecting the remnant." I would say that this is a very wise deduction, especially in view of local reports that the sport fishermen, in general, are having little difficulty in catching their limit of salmon and stripe bass. . .

MUCH more important aspects regarding the conservation of the salmon population have been proposed upon many occasions. I would like to bring these up again. One subject which very little has been done about, is the pollution of the waters which gives the young fish a small chance for survival. The second item is that there should be more straining of diversions which are unsuitable for the spawning of salmon. This would include rice fields where, in the shallow waters, most of the young fish lose their life to marine birds. Then, of course, all considerations for dams in the general spawning regions should include allowances of one sort or another, for the fish to continue past in their efforts to go up river. These things, which are of interest to both the sportsman and the commercial fisherman, will eventually have a greater bearing upon the productivity of the salmon runs than any minor squabbling over netting restrictions.

THE Fish and Game Commission is going ahead on a full scale basis with the tagging of bass and salmon. A recent addition to their fleet is a 28 ft. boat called the *Striper*, built by Antone Sorenson, of Astoria. With this vessel they are creating considerable speculation among the salmon fisherman up the river. The *Striper* has a gill net reel, which can be operated completely by one man; it works on the same principle as a casting reel which can be played out and reeled in with a single foot pedal operation. This type of gear has been used on the Columbia river and it would not be surprising to see many of the present commercial boats converted soon, to this type of equipment. Of course the Fish and Game Commission will undoubtedly suffer some unusually caustic remarks from the fishermen, whose presence will no longer be needed to haul net.

DURING the recent meet at Golden Gate Fields, when a horse by the name of *Duplicator* came in to pay his backers a handsome return for their two dollar wagers, the story circulated that this horse received in his feed box, each day, a considerable quantity of fish. Its owners claim that the fish diet gave the horse its tremendous speed. However when *Duplicator* ran in the Kentucky Derby, and ran way out of the money, it became apparent that the fish diet was not all that it was cracked up to be . . . maybe they fed him live ones when he ran at Golden Gate.

FISHING FAMILIES

The D

From Commer

By JOHN Q. ALLEN
Marine Press Contributing Editor

•

WITH the passing of Joseph "Pop" DiMaggio, last month, came the revelation that his death also marked the passing of a very important era in the history of this country. The hardy and loveable Italian immigrant who came to America fifty one years ago, and raised four daughters and five sons, was typical of the many thousands of old country fishermen who arrived here during the past half century to make a fruitful life for their families with calloused hands and native intelligence. Three of the five sons went to baseball's major leagues, where each has reached nationwide fame. Of the other two sons, one is manager of DiMaggio's Restaurant on Fishermen's Wharf, and the other, the only one to follow his father's wake, is a fisherman.

Joseph DiMaggio, who was 77 at the time of his death, was born in Italy, on the Isola de la Femme. He and his three brothers, with their father, made a rather meagre living fishing out of this community, until Joseph was twenty one. At this time his father, who had heard of the great opportunities to be found in the new world of America, finally decided to try his fortune here. By this time also, Joseph had enlisted in the Italian Navy. During the four years that he served under the Italian flag his father and three brothers had come to the Bay Area, and were finding life much less difficult than it had been on the Isle of Woman, and they finally persuaded Joseph to come to this country.

Before Joseph left Italy, he married Rosalie, the present Mrs. Joseph DiMaggio, Sr., who impresses you as a demurely composed philosophic and understanding woman many years younger than she is. It is certain that she could put many of our best diplomats to shame, what with her experiences in mediating between Pop and the three rebels who saw greater opportunity on the baseball diamond than at the helm of a fishing vessel.

When Joseph was twenty six he came to San Francisco and went to work for his father who, with his brothers, had been fishing out of Pittsburg, California. This was back in the days when old man Palladini was hawking fish out of a basket with a horn to arouse his customers. For five years Joseph fished for his father and, although the living was very small, they still managed to progress and accumulate.

During this period of time his wife, Rosalie, had remained in Italy where she had borne his first child. This was Nell, the only one of the family of nine to be born in the old country. In 1903 Joseph sent fare for his wife and child to come to California. Upon her arrival they went to live in Martinez, where Joseph continued to fish on his father's boat until 1915. This was a very difficult struggle since there was no method of guaranteeing that the fishermen would be able to sell their fish for any price at all when they landed at the dock. The usual procedure, at that time, was to sell fish to brokers in Martinez, on a consignment basis. The brokers, in turn, packed the fish in baskets and sent them to the San Francisco market where, with alarming disheartening regularity, the entire load was often turned down because of spoilage. As a result, the fisherman's efforts were completely fruitless.

This obvious racketeering in the fish market retarded the progress of the fisherman considerably, in fact on many occasions Joseph spoke of trading his fish for other food rather than try to sell it. In spite of these overwhelming odds, by the time of the San Francisco Exposition, Joseph had been able to buy his first boat and move to San Francisco with his family. This craft was a typical Monterey type boat with a six horsepower gasoline engine which he

Checking the Books

Pop and Mom look over the impressive records of their baseball-playing sons, just prior to Pop's death.

Maggios

ing to World Fame

called the *Joseph*. He continued to progress along with the gradual increase in the price of fish. As a typical example of the prices received at that time, salmon sold for ½c a pound.

JOSEPH continued to fish locally with this first small boat since, at the time, there was not a very accurate method of predetermining weather conditions off the Gate. These early fishermen spent many hours at the mercy of high waves and sudden storms. It was a common sight to see the fisherman's family huddled together at the dock waiting for Pop to come back in—wondering whether he had already capsized.

Joseph fished mostly with his son, Tom, who is the present manager of DiMaggio's Restaurant. The other boys, with the exception of Michael, showed a definite dislike for the life of a fisherman. Young Joe even claimed that the smell of the fish made him ill. Pop did want the children to find some way of life other than fishing, if they liked, but he did not believe that there was any great future in playing baseball. He must have suffered many sad moments, during his younger life, when he would return day after day from the fishing grounds to find the boys again "wasting" their time on the sand lots of North Beach.

In 1930 he had the Genoa boat builders construct the *Libia* for him. She was named after an Italian battleship and was a typical Albacore boat. On her first trip Joseph took his son, Tom, along to Mexico, and were in a very hot school off Todos Santos Islands jigging Albacore, when Joseph heard a heart-sickening crash. He pictured his boat going straight to the bottom on its first venture. Fortunately, however, it was not the bottom but a large, half-submerged log which rolled completely under the keel and the only damage was to totally take out her gear, which was soon replaced. With this new boat Joseph was able to make more money than ever before. Albacore, at that time, was selling for $325 per ton.

It was about this time that Vince went to play baseball with the San Francisco Seals, but was not there long before he convinced the Seal's manager that his brother, Joe, was a good hitter. They gave him a tryout and Joe was launched on his enviable career in America's greatest sport. The fame of the three baseball playing DiMaggios is familiar to everyone today. At the present time Dominick is the star of the Boston Red Sox; Vince, the eldest of the three, is manager of the Pittsburg, California team, which plays in the Far West League. Vincent formerly played for Cincinnati, Pittsburgh, and other Major League teams. Joe is, of course, the injured outfielder of the New York Yankees.

Old Joseph never regretted the day when he first gave his sons permission to go ahead and play baseball. In fact, in 1933, when he finally retired, he devoted his entire latter life to following the boys achievements in baseball, Pop didn't know much about the game to begin with, but it was not long before he knew, from memory, the averages and statistics concerning practically every player in the American, National, and California Coast Leagues. This was in spite of his in ability to read English. From the time of his retirement, he did not miss a game when the San Francisco Seals were in town. In fact, it became a common sight to see the old man in the stands coaching young Joe while he was standing at the plate. When young Joe went to the Majors, Joseph would buy as many as four and five different newspapers and have them read to him to be sure that he did not miss any of the details.

OF the three DiMaggio brothers that originally came here from Italy, one is still living. He is Salvator, who, though 71 years old, has never stopped fishing. He and his three sons, Mike, Salvator, and Dominick, ply their trade out of Martinez. The sons also go to Alaska each year for the salmon run.

America, it is pretty generally agreed, owes a great debt of gratitude to many like Joseph DiMaggio, Sr., who, though lacking in any great command of the English language, created a successful life for themselves and endowed this country, which fostered them, with its greatest wealth—Americans.

The Family
Dominic, Mom, Joe, Pop, Vince.

ANALYSIS

The N.F.I.

Politics . . . Eco

(The annual National Fisheries Institute convention in Chicago last month turned out to be, as was expected, an outstanding social and political success. Here are the highlights).

•

By STUART ALTON
Marine Press Contributing Editor

THE West Coast is well represented in guiding the destinies of the National Fisheries Institute for the coming year with the election of Harald Synnestvedt, Sr., Seattle, Wash., as president, and W. Wade Ambrose, San Diego, California, as secretary, at the recently completed fourth annual convention of the institute in the Edgewater Beach Hotel, Chicago, where incidentally the institute will return for next year's convention.

The new treasurer is F. M. Bundy, Gloucester, Mass., and the West Coast regional vice presidents are Lionel Shatz, San Francisco, and Arnold Waring, Seattle. The regional directors include Region IV—E. T. Meakin, Jack Willis, and J. D. Williamson, San Francisco; Neil Taylor, Oakland, Theo Weissich, Eureka, Calif.; H. C. Davis, Terminal Island, Calif., and Max Freeman and B. W. Shipman, Los Angeles, and Region V—E. A. Ruthford, W. C. Eardley, Sr., and Charles D. Alhadeff, Seattle; Harald Synnestvedt, Jr., Everett, Wash.; Henry Goodrich and Tom Sandoz, Astoria, Ore.; Myer Bornstein, Bellingham, Wash., and Gordon Bruce, Portland, Oregon.

A wide variety of problems which concern the fishing industry as a whole were discussed during the convention which lasted nearly all the week of April 25-30, and particular emphasis was laid by the merchandising panel which occupied the delegates at a session Thursday, April 28.

As pointed out by leaders of the industry early in the week, some ten million more pounds of fish were sold to Americans during the first three months of 1949 than during the same period of 1948. If this trend continues, American families will, on the average, consume one pound more of fish this year than last.

Credit for the continuous gains in consumption of fish at the same time many other items are showing a downtrend is laid to the extensive promotion and advertising program of the N.F.I. during its brief 4-year history. And there will be continuation of these features, it was pointed out.

The $300,000 which the N.F.I. will spend on advertising in the 12 months ending next November will be twice the amount spent by the organization in its first year of existence. The institute will hammer at the housewife with big color advertisements in national magazines. It will plug at fish recipes in local newspapers. It may use some radio promotion, and it is toying with the thought of trying television. "Showing housewives how to prepare fish dishes would lend itself to video" was the general theme.

Promotion themes will seek to influence housewife psychology by several different approaches. Fish are nutritious—plenty of protein. Frozen fillets are easy to prepare—no fuss, no muss. They are easy on the budget—cheaper than most meats. The institute's advertising will be supplemented by stepped-up promotion on the part of local associations. The Gloucester Fisheries Association will spend $50,000 this year to ballyhoo its products. The Wisconsin Fish Dealers Association will accelerate advertising in behalf of Great Lakes fish.

INDIVIDUAL companies, too, are mapping bigger promotion plans and turning their wits to bigger selling efforts. California's Freeman Certi-Fresh foods, which this year did the biggest March fish business in two decades,

Executives

Ten million more pounds of fish! Americans consumed ten million more pounds of fish during the first three months of 1949 than during a similar period last year—and this is no fish story! It was reported to the annual convention of the National Fisheries Institute, in session at the Edgewater Beach Hotel, Chicago, with 1,000 fisheries leaders in attendance. Among those present were, left to right: Ralph Carr, Kansas City; William E. Eardley, Seattle; John Del Torchio, Gloucester, Mass.

Murray Grabowsky, Ingallston, Philadelphia, Pa.; John Stoker, P Clarence L. Ederer, Philadelphia, Chicago, Ill.; Frank Ryan, Philade right, back row: O. S. Meltzer, C Ederer, Seattle, Wash.; Wm. J. Ga Louis, Mo.; Del A. Turner, Port H R. Jodrey, Gloucester, Mass.; Wilfo tising Engineers, Chicago, Ill.

t Chicago

s . . . Sociology

stirred convention interest with descriptions of its "fish of the week" promotion.

Each week the Freeman firm puts a special price on some fish—fillet of sole, fillet of rockfish, halibut or perhaps salmon. Along with special newspaper advertising and banners for the retail stores, it puts out an index-card sized recipe to acquaint buyers of the "fish of the week" with a new way to prepare it. Results, it reports, are extremely gratifying. The Freeman company also believes in extending promotion effort beyond the housewife. It goes after the hotels and restaurants. It hires a food economist to work with these public eateries in evolving ways to sell fish more attractively and profitably.

The conventionites learned about numerous modern methods of handling fish, generally credited with doing great things to popularize fish in the inland regions. Here frozen fish seem to be much more popular than fresh fish. Whereas fish used to be considered only a Friday dish, they now are finding their way to American home menus and restaurant menus throughout the week.

As one pointed out:

"Battalions of squeamish housewives have been turned away from sea food by the cold stare of uncleaned fish at the market. But a neatly packaged frozen fillet that can be popped into the pan without fuss or cleaning is something altogether different." The growth of the fisheries business was given thusly by two prominent delegates.

John Del Torchio of Cape Ann Fisheries, Gloucester: "In the past year our shipments of frozen ocean perch fillets to Texas and California, of all places, have doubled."

Harley V. McNamara, president of the National Tea Co.: "Last year's sales of over 2,600,000 pounds of frozen fish in our Chicago stores compare with yearly volume of 1,100,000 pounds four years ago. The same is true in our Minneapolis, Milwaukee and Indianapolis outlets."

The international flavor was given the convention by Clive Planta, executive secretary of the Fisheries Council of Canada, Ottawa, who said a return to rugged individualism minus unbridled license would greatly help to solve many international problems.

"World markets can take care of the normal maximum production of fish and shellfish products," declared Planta referring to the recent action of the fisheries industry of the United States in applying to the state department for curtailment of imports. "Admittedly both Canada and the United States have been remiss in developing fully the markets of their respective countries for fish and shellfish products. A five-pound-per-capita increase in consumption in both countries would absorb all of the production we could attain presently in either country. And I see no reason why this should not be accomplished.

"Technical surpluses of food at present in our countries and in some other

(*Continued on page 21*)

Guest

Rep. Schuyler Otis Bland, (D.-Va.) addressing the National Fisheries Institute convention, April 27-30 in Chicago.

Executives

Shown below are three of the outstanding leaders taking part in the fourth annual convention of the National Fisheries Institute convention April 27-30 at Chicago. Left is Clive Planta, director of the Canadian Fisheries Council, Ottawa, who addressed a noon luncheon April 28; seated is Carlton Crawford, Palacios, Tex., past president of N. F. I.; and at right is E. M. Day, director of United States Fish and Wildlife Service.

ling, Chicago, Ill.; R. L. Myers, Tom White, Philadelphia, Pa.; Chicago, Ill.; W. F. Conklin, lock, Milwaukee, Wisc. Left to . Scott, Palacios, Tex.; Henry N. Y.; Howard C. Johnson, St. ey Butte, Biloxi, Miss.; Everett n, Mich.; Fred Bernard, Adver-

Waterfront Observer

HAVING just returned from charming old Monterey, California, where I spent three days having as nice a time as one could wish for, it gives me pleasure to report that the city's world-famous Cannery Row is in the midst of quite a wave of enthusias, and it's little wonder. Faced with a pretty uncertain market for some time, Monterey's sardine crowd suddenly got a shot in the arm from Great Britain, in the form of orders for the canned product that amount to plenty of poundage. Canned fish moved during this past week to the tune of 2,400 cases a day, with freighters putting in double duty to move England's orders, which, quite naturally, will take off from San Francisco. Whether reports, such as I gathered, are true is something else, but they say the British Food Ministry, upon okay from the English Economic Cooperation Administration, has tabbed some $2,000,000 with which to buy canned fish from the United States. If that's so, then some of the money apparently found its way into Monterey, and, if further rumors are to be credited, Monterey is to get more yet.

About $1,000,000, as a matter-of-fact, is to go to Monterey, with estimates on orders ranging between 150,000 and 200,00 cases of fish. More yet, one industry leader told me that Cannery Row warehouses were virtually cleaned out by the purchases, much of which were made by the two British export companies, Balfour-Guthrie, and Anderson Miskin. Most of the buying was done, of course, through San Francisco brokers, representing Monterey canneries.

THIS buying activity, to be sure, was welcomed by most everyone in the commercial fishing industry, as it actually constituted the first bolt of daylight which Monterey canners had seen for some time. Certainly they were faced with a gloomy prospect, and had been for some time. The market had been declining, and there had been little foreign demand for Monterey fish of any kind. Many canneries, at least until this past week, had been carrying stocks left over from last year, with estimates running as high as 200,000 cases. "This," said one cannery executive, "was manna from heaven for Monterey canners." The buying boost, however, was not confined to Monterey proper. J. R. Perry, owner of the Carmel Canning Company, explained that his San Francisco branch had advised him of an impending sale amounting to several thousand cases, although the product had not moved as yet. Perry explained that can labels were being altered and marked for export to Great Britain. California sardines must be labeled to read "Pilchard," under which cognomen California brands must be sold to England and to Canada.

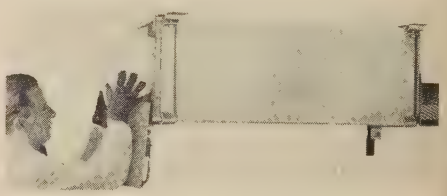
FROM all I gathered, British interests represent the first foreign country to avail itself of the E.C.A. program to buy canned fish from the United States. The only other potential market, of course, would be the Philippine Islands, which, so far, has balked at paying an equal price. Market prices for sardines in Monteery to date range from $6.50 to $7 a case for the ovals, or one-pound cans; $5.50 a case for talls, and $4 a case for one-half pound flats. At these prices, the canneries evidently were selling at small losses, even though the buying splurge has definitely turned away the downward rush of the domestic market. And, indeed, there is no reason to believe, even with this shot in the arm, that Monterey's commercial fishing industry is back to prosperity. The British, in this instance, must be given credit for some shrewd maneuvering, of course. They bought at a time when the market was at its lowest, and, overall, saved themselves what probably amounts to a pretty penny, judged by ordinary circumstances. But that's England for you; anything that might be said of that country from a standpoint of criticism surely cannot be devoted to any disparagement of their trading instincts. At any rate, it's nice to know that Monterey's commercial fishing industry has a breather for a change. Certainly it deserves it, and maybe this is the fore-runners of a brighter day for that grand bunch of people on Cannery Row.

New Products

(*Continued from page 13*)

Compact in design—these gears eliminate the need for large operating space, easy to install and service. Multiple disc clutch, bevel gear reverse, helical spur reduction gears, make operation smooth and quiet. Lubrication is independent of the engine, of both forced and splash type. Greater maneuverability is claimed for this unit due to 100% reverse . . . the wet clutch system and fast change from one position to another. It is designed for long continuous heavy work in either forward or reverse gear. The EC-8000 reduction gear is of simple single reduction, herringbone gear type, with reduction ration of 3 3/4 to 1. Further details may be obtained by writing the Auto Engine Works, 337 N. Hamline Ave., St. Paul 4, Minnesota.

New, Lost Cost Refrigeration For Fishing Fleets



A new, low cost, efficient means of refrigeration for commercial fishing boats has been developed by the Foster-Built Dry-Ice Bunkers, Inc., of Chicago. Constructed of reinforced aluminum, the Foster-Built Bunker holds the Dry Ice over a 2-inch enclosed air duct. A sirocco-type fan forces surrounding air through this chilled duct and circulates the newly cooled air throughout the compartment. The bunker is easy to install and maintain. The placement of four studs plus a simple wiring operation complete the installation. The bunker is hung on the studs and is easily removed when refrigeration is not required. The low amperage fan is obtainable to operate on either 6 or 24-volt current. The two-block bunker, holding 100 lbs. of Dry Ice, weighs only 38 lbs., and the four-block size, which holds 200 lbs., weighs just 52 lbs. For complete information, contact the manufacturer, Foster-Built Bunkers, Inc., 757 West Polk Street, Chicago 7, Illinois.

Sperry's Loran

Quantity production of Mark II loran receivers is getting under way at the Sperry Gyroscope plant at Great Neck, Long Island.

This electronic navigation device is creating increased interest among all types of marine operators, including fishermen. It enables them to obtain frequent fixes day or night in any weather independently of celestial observations.

EDITORIAL

(*Continued from Page 6*)

Half of the U. S. commercial fruit-pack originates in California and fifty per cent of it is used to help feed the world. One-third of the nation's fish catch originates in California and the largest fishing industry in the world is based at Los Angeles Harbor.

The west has seventy per cent of the U. S. saw timber stand, and lumber is shipped through Port of Los Angeles for manufacture, and finished furniture moves out for the export.

Los Angeles is one of the earliest ports of call for ships. It was visited in October, 1542, by Juan Rodriguez Cabrillo, a Portuguese navigator sailing under the Spanish flag. He named it Bahia de Los Fumos (Bay of Smokes) because of the presence of smoke from brush the Indians were burning on the hillside. Sixty years later, in 1603, Sebastian Viscaino, a Spaniard, visited the harbor and renamed it Ensenada de San Andreas. This was later changed to San Pedro. The city of Los Angeles was founded in 1781.

The first commercial transaction in the harbor took place in 1805, when the ship Leila Byrd, of Boston dropped anchor in San Pedro Bay to trade cloth, sugar, and household goods for hides and tallow from the missions.

In the early eighties, citizens of San Pedro and Los Angeles began a movement for a breakwater to protect the outer harbor. Collis P. Huntington desired to build the breakwater at Santa Monica. A long and bitter fight ended in 1897 when U. S. Government engineers decided in favor of San Pedro. Congress appropriated two million, nine hundred thousand dollars for the breakwater.

The consolidation of the municipalities of San Pedro and Wilmington with Los Angeles in 1909 brought the port within the control of the latter and paved the way for large-scale port development .The development of the port up to the time of consolidation may be ascribed largely to private industry, with the exception of the work done by the Federal Government.

The Port of Los Angeles which serves the biggest concentration of population and industry west of the Mississippi River, has accommodated as high as eight thousand, six hundred, ships in a year. At least twenty-five per cent have been foreign flagships serving world trade.

Since 1899, when the first barge load of rock was dumped off Point Fermin,

(*Continued on Page 22*)

Fair Winds

By JOHN DE BECK

THE Sportsmen strike again! Foiled last September in their attempts to close Southern California waters to commercial seining through defeat of Proposition 15, the conservation-minded (?) members of the sporting game have recently hatched another closure bill, which, although smaller in scale is potentially as dangerous. The Orange County, California, sportfishing interest, claiming that kelp-cutting is detrimental to fish propagation in their waters, have initiated through their State Representative, Earl Stanley, a bill to close Orange County and adjacent waters to kelp cutting. This latest insult to the voting public, in spite of the official chidings from recognized oceanographers, marine biologists and practical observers, demands the closure on the grounds that the kelp as well as spawn, young game fish, and other marine life were harmed by the clipping off of the top fronds of kelp. This contention is so far wrong that, to quote from a sporting publication *Bullets & Hooks*, which carried an article by Carl Johnson, member of a well known San Diego sporting group, states, "There is no connection between the kelp beds and fishes such as the barracuda, sardine, mackerel, yellowtail, tuna, and other important west coast fish. Kelp plays no part in the life history of these fish."

NO less an authority than Claude C. Zobell, marine microbiologist at Scripps Institute of Oceanography, in an article entitled *Kelp Cutting* indicates that the U. S. Fish and Wildlife Service, after extensive investigation, recommended the cutting of kelp as an aid to the plant's growing process. Other government and private agencies, all equally interested in the conservation of fisheries resources, have come out cold in opposition to kelp legislation. The kelp industry, though not a major sea products source, has, in the past twenty odd years, contributed a growing supply of products for the cosmetic, food, chemical, and other specialized industrial enterprises. A list of the valuable products which are derived from that "old seaweed" would fill much more space than this column has to offer, even in small type. The people employed by the industry certainly are entitled to the work and wages that are theirs at the present, for they number a good percentage of the steadily employed marine factory workers.

Kelp, which is in great demand during times of national emergency, and which is one of the commercial producers of potash used in copious quantities for the production of munitions products, was used since the last war as an important national supplier ,especially since the great reserves in Germany were closed to U. S. consumption. The development of other products came as farseeing managament, anticipating a decline after the great wartime demand, created new markets as protection for the investments in processing plants. Agar, as well as other products now is being used extensively in the food industry, and is a good example of the changeover from potash production.

IN view of the fact that the kelp cutting process is not harmful to the plant, according to competent fisheries research men, and that the cutting doesn't disturb the fish and other important marine life, and that the kelp products, extensively used, with few substitutes, or synthetic rivals, are of definite value to California economically, it seems that mistaken conservationists, directing ill-founded bills to your state legislature, should abide by the scientific findings, and learn that the West Coast fishing industries, or any small portion will not be pushed around. Perhaps this kelp bill will be killed by the more observant members of the California State Legislature. This is certainly to be hoped for, since mistaken voters, lured by the word "conservation" are very liable to pass highly restrictive bills which would kill or cripple an important industry. An example of this was Proposition 15 on the last state ballot, which looked like an conservation measure first-class.

EBB 'N FLOW

CLEANED OUT!

Canned Fish Stocks Depleted:

California fish packers were momentarily shocked, dazed, and groggy, many finding it difficult to believe recent developments on the West Coast. A British purchasing mission in Washington, D. C. had snapped up virtually 90% of the canned fish available on the West Coast. A large percentage of which was sardines.

The purchase, by the British, involved more than $2,000,000, it was understood, which is being provided through Economic Cooperation Administration Credits. The National Fisheries Institute, Washington, D.C., confirmed that the deal had been completed. It said that the majority of the purchases of West Coast canned fish were concentrated in the Monterey and Southern California area, which packed the bulk of the last season's catch. The Institute further said the transaction involved $2,225,000. The British Consulate also confrimed that the transaction had been made, reporting they did not know the details. A prominent California packer, however, said the British purchasing mission had "bought up all the sardine stock which they could reach including 8 oz. sardines and all other varieties." The West Coast packer described the maneuver as a "slick deal." He further stated the British purchasing mission had obtained options on these canned fish stocks on Monday, (May 23) and they realized that on Tuesday the bottom of the market had been reached, therefore closed the deal immediately. The West Coast packer stated that the purchase was made through Anderson & Miskin, and Balfour & Guthrie, two large import-export firms. The price paid by the British ranged up to almost $6.00 for a case of one pound tall cans of sardines, the packer said. The price for other canned fish was not divulged.

Some of the merchandise will have to be re-labeled because the British consumer market know sardines as "pilchards."

It was understood that the British purchasing mission expects to spend an additional $2,200,000 in Economic Cooperation Administration credits before the end of the fiscal year, which is June 30.

Local West Coast fish packing circles indicated that it was their understanding the British planned to spend "several times" as much in the next year to buy West Coast canned fish as well as some Canadian salmon.

One California canner said that "the British purchase may have gone a long way toward saving several small packing firms from failure, because many packers paid high prices for raw fish but have found the market for canned fish below their cost."

STATE OF THE INDUSTRY

Another Tieup:

San Diego, California's, Sun Harbor Packing Company touched off the proceedings by announcing a drop of $60 a ton for dockside tuna prices, and, by the 18th of May, the industry was near a stalemate, with virtually every boat in port at a standstill. The impasse developed fast when most canners fell in line with Sun Harbor; they would like the new price to be $280 a ton over the established $340 price, which the fishermen had accepted following a similar dispute that ended February 1, 1949, following a three-months tieup of San Diego fishing craft. Later in the month, the situation still was awaiting clarification; studies were underway to iron it out; Van Camp Seafood Company had agreed to pay fishermen $300 a ton; San Diego's American Tunaboat Association ordered its members to stay idle until a satisfactory agreement was reached, and, in San Diego, only Westgate Sea Products Company and High Seas Tuna Packing Company were willing, at least "for the time being," to live up to the old price.

Fuel To The Fire:

Meanwhile, five San Diego tuna packing plants and a reduction firm had handed the AFL Cannery Workers Union with suggestions calling for changes in their current labor contracts for plant workers. No petition for wage reductions were made, however. The main issue was concerned with reading of the contracts, which would enable canners to lower production costs. The petition, in form of a statement, was made by Sun Harbor Packing Company, Westgate Sea Products Company, High Seas Tuna Packing Company, San Diego Packing Company, People's Packing Corporation, and American Processing Company.

APRIL'S RECORD

Dollars In The Hold:

San Diego, California's tuna fleet rang up another record catch in April; the haul totaled 16,500,000 pounds, an all-time record for the month. This boosted the tonnage for the first 4 months of 1949 to 41,500,000 pounds —approximately 30 percent above the same period last year, when the 12-month catch aggregated 194 million pounds, exceeding all previous records. The April catch included 13,200,000 pounds of yellowfin, brought largely from Central and South American waters; 3,200,000 pounds of skipjack, and 63,000 pounds of yellowtail. The total ran nearly five million pounds ahead of April, 1948.

THE QUOTA QUESTION

Retaliation?

Southern California's fishing industry was wrong, according to the State Department in Washington, D.C., last month, and it lost no time in warning Congress that establishment of a reasonably fair quota system of regulation involving foreign fish imports could bring "retaliatory measures" from other countries.

Instead of using import controls to head off the threat of economic ruin from foreign competition, the fishing industry should cut its own production costs, stimulate domestic consumption of fish products and perhaps seek federal subsidies to help keep its financial balance, a state department report said.

Obviously a slap at the control of imports via the quota system, as suggested to a House Merchant Marine-Fisheries Subcommittee earlier this year by San Diego and San Pedro industry officials, the report appeared to add little that the subcommittee hadn't been told during its hearings.

House Order:

It was prepared under instructions in a house-passed resolution calling on the State Department to gauge the economic impact of fish imports on the domestic industry, and to suggest ways to ease the burden on domestic fisheries. It would go to the merchant marine-fisheries group as a possible guide in drafting legislation to aid the fishing industry in its fight to stay afloat despite increasing foreign competition.

"Restrictive action (quotas) on imports by the United States is not only likely to lead to immediate retaliatory

(*Continued on page* 23)

N.F.I. at Chicago

(*Continued from Page 17*)

parts of the world should be a sharp warning for preparedness on our part to surrender such prerogatives as may be necessary to bring about effective distribution and use of all food produced from the land as well as the waters adjacent."

Congressman Schuyler Otis Bland, Democrat, Virginia, chairman of the House marine and fisheries committee, appeared on two programs during the convention and was in conference with many of the leaders throughout the sessions. It was the Congressman's contention that the fisheries industry had done well without government subsidies and would do well to continue standing on its own feet, even though numerous concessions to agriculture and other industries had been granted through subsidies.

Of interest to all concerned with the industry was the panel on by-products, stressing heavy demand for manufactured feed, particularly that for swine and poultry. A mixture of feeds containing two or three per cent of fish solubles, it was revealed by prominent scientists, gives greater growth in young poultry than any other feed yet devised.

ACCORDING to William T. Diamond, director of the agricultural division of the American Feed Manufacturers Association and secretary of their Nutrition Council, "we have recognized for some time that nutrition research is directly related to the efficient production of meat, milk and eggs. For years, nutrition research has been carried on in the feed and allied industries as well as in agricultural colleges and experiment stations. In other words, the feed industry makes nutrition research useful. The future use of fish by-products in the feed industry is almost unlimited."

One of the pertinent facts brought out in the closing panel session, a discussion of technology, was the report by Dr. B. S. Buchanan of International Minerals & Chemical Corporation on the master seasoning qualities of mono sodium glutamate.

MSG, as it is commonly called, is produced from gluten of sugar beets, wheat, corn and other vegetables and is used extensively by processors to heighten the flavor and bring out the goodness of various meats, poultry, sauces, gravies, many vegetables and in particular fish. Scarcely a chef remains, Dr. Buchanan said, who does not find MSG of tremendous use in bringing up and rounding out the flavor of fish

(*Continued on Page 26*)

Milady

By DOROTHY HARVEY

DAYLIGHT Saving Time assures us that Spring should be here. The annual shad pilgrimage up the Atlantic coast, running on "Shad Spawning Time," is better proof because shad runs are controlled by temperature, not by the calendar. States above the Mason-Dixon Line are enjoying the fruitful labors of hundreds of shad netters operating along the coast and up the large rivers and bays. For flavor, shad ranks as the springtime favorite wtih many people. Shad fillets, properly broiled and well basted with margarine or butter are a seafood delight. But you must use shad fillets as anyone who has tried to eat whole shad will testify. An ancient verse states that "When the Lord made shad, the devil was mad and stuck in the bones out of spite." People have claimed they can cook the bones out of shad. One old shad netter claims that several slices of lemon added to the baking dish causes the small, pesky bones to become so soft they can be eaten unnoticed. Other cooking methods have been suggested to eliminate the bones, but is quite possible, that the only worthwhile boneless shad is one which has had the bones removed in advance by filletting experts. Of course, lengthy cooking will help disintegrate the small bones, but will also cause the flavor to disappear.

FOR protein value, shad flesh is ranked with the best animal meats, and shad roe is placed even higher with a protein content above 23%. Sizeable amounts of calcium, phosphorus, copper, iodine, sulphur and Vitamins A and B are also a part of the shad nutritive content.

Shad recipes: (One pound of shad fillets will make two large servings.)

Broiled Boneless Shad

2 lbs. shad fillets.
Basting mixture:
6 tbsp. melted butter or margarine.
1/4 tsp. pepper.
1/2 tsp. paprika.

Dip fillets in cold, salted water (one tbsp. salt to one quart water). Remove and wipe dry. Brush both sides of fillets with melted butter or margarine. Dust with flour. Oil the hot broiler pan. Place fillets, flesh side down, on broiler pan (three inches from moderate flame). Cook until skin is covered with dark brown bubbles. Turn. Baste several times with the basting mixture. Cook until nicely browned. Serve immediately. (Will yield four generous servings.)

Poached Shad Roe

15 minutes in boiling water with 1 tablespoon lemon juice and 1 teaspoon salt. Place shad roe in water while water is cold.

•

"Gee, Mom, do we have to eat fish again?" "Now, stop complaining. It's good for you," retaliates Mom—and proceeds to prepare fish for dinner in her usual unimaginative way. Mother is right about the fish being good for her child. The popular fish varieties have high, complete-protein content and are rich in minerals and vitamins A, B and D. But instead of cutting short the child's opinion of fish, it would serve the mother better to ask why the child dislikes fish so much. At the bottom of most distates for fish are poor preparation or lack of imagination. For fish have captivated the fancies of gourmets through the ages. Good seafood restaurants do a thriving business, serving the demands of people who can't seem to cook it well at home. More and more people are enjoying fish as they begin to realize the vast number of species available and the ease with which they can do an expert cooking job with the aid of a good fish cook book. I recommend, as one of the best, the new, 1,280-recipe seafood guide, *The Art of Fish Cookery*, by Milo Miloradovich. An encyclopedia of fish and shellfish cookery, it will help the despairing fish cook change, "Gee, Mom, do we have to eat fish again?", to, "Gee, Mom, when are we going to have fish again?"

EDITORIAL

(*Continued from Page 19*)

San Pedro, for the outer harbor breakwater, a great facility has developed from mud flats to one thousand, six hundred and fifty-four acres. It is now a high-engineered area of modern terminals, warehouses, railroads, highways, docks, channels, slips, turning basins, wharves and piers.

Situated twenty miles south of the Los Angeles City Hall, Port of Los Angeles is reached by six great highway arteries converging in the three harbor districts.

The three districts are Terminal Island and San Pedro, the outer harbor; and the Wilmington District, the inner harbor. The outer harbor has approximately nine hundred and eighty-one acres of channel and anchorage area behind protecting breakwaters. The inner harbor, with a total water area of eight hundred and four acres, consists of a series of channels two hundred and fifty to one thousand feet in width with turning basins and numerous slips.

In July, last year, the harbor had accumulated a balance in excess of fourteen million, three hundred and ninety dollars. In addition to this large balance acquired in ten years, the harbor department had purchased one hundred and sixty-two acres of property (one mile of watefrontage) costing two million, two hundred thousand dollars. They had also completed, by September, 1941, an efficient ferry operation between San Pedro and Terminal Island at an overall cost of one million, four hundred thousand dollars.

San Pedro and Wilmington civic organizations were active in support of the land acquisition and ferry construction program of the harbor commission. Mayor Bowron had pointed out that the ferry operation was a pledge made by the city in the pre-consolidation agreement when San Pedro and Wilmington were annexed to the city of Los Angeles in 1909.

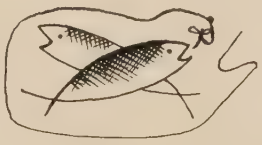
Today, because of the closing down of the big wartime ship-building yards on Terminal Island, the ferry is operating at a loss. Even so, sixteen hour vehicular and twenty-four hour passenger service is maintained. In the interests of public convenience and necessity, a low round-trip fare of only five cents is charged, the cheapest ferry cost in the country.

The commissioners have instituted a long-range beautification program for harbor property and gateway approaches along main channel from outer harbor.

Approximately forty-thousand dollars a year has been spent by the harbor commission to improve the cosmitic effect of the area. Intensive planting of shrubs and flowers has been undertaken from seventh street southerly to twelfth street.

Closely paralleling the landscaping improvements to the port area is the new construction and improvement program for the one hundred million dollar Port of Los Angeles. During the war it was impossible to undertake new construction and provide adequate maintenance because of shortages of manpower and materials. The thorough and intense usage of harbor department properties for shipyards and other facilities for important war use also precluded execution of the administration's long-range harbor facility improvement program.

In 1947-48, after careful consideration of needed improvements, an all-embracing plan calling for the expenditure of eleven million dollars was initiated by the board of Harbor Commissioners.



At this moment there are six million, four hundred and sixty thousand dollar construction projects already completed, underway or scheduled for completion in the 1949-50 fiscal year. And the Harbor Commissioners have just authorized a new budget calling for additional construction projects totalling six million, three hundred and ninety-five thousand dollars over and above the six and one-half million dollar figure.

A most important project completed last month (April 26th) was a one million, five hundred thousand dollar concrete wharf and transit shed extension at Wilmington and immediately leased to Sudden and Christenson, world-wide steamship agents.

A new marine cargo and passenger terminal, which, when completed next year, will be unsurpassed in the United States, is under construction at berths formerly assigned to the American President Lines, Wilmington District. Of the four million, three hundred thousand dollar total cost, two million, seven hundred and fifty thousand dollars worth of work is scheduled this year for wharves, rail facilities and transit sheds. Early next year a contract for a transit shed costing one million, three hundred thousand dollars will be awarded.

Under construction for the multi-million dollar fishing fleet at the harbor is a one million, two hundred and fifty thousand dollar wharf in the San Pedro District, close to the homes of boat owners. The facilities will be dedicated during the third annual fisherman's fiesta in September.

Coupled with the fishing boat wharf is a new six hundred and fifty thousand dollar municipal fish market building and wharf at the foot of twenty-second street.

In addition to these improvements, and other small projects, plans are being perfected for the construction of a large marine cargo and passenger terminal, costing nearly two million, five hundred thousand dollars at a site to be selected later, in the event of delay in the early settlement of negotiations for the removal of the west basin drawbridge, Wilmington. As commerce needs develop, the harbor commission is giving serious consideration to the early construction of one or more marine cargo passenger terminals on the San Pedro water front.

Establishment of a foreign trade zone at Los Angeles Harbor is expected momentarily by an announcement from the Foreign Trade Zones Board, Department of Commerce, Washington, D. C.

Led by Mayor Fletcher Bowron, who has urged establishment of the zone for several years, members of the city council at the hearing last fall assured the examiners that the city expected a deficit in operation of the zone. However, ample harbor funds are available to subsidize the operation in view of benefits expected to stimulate foreign trade.

Importers and exporters urged award of the zone charter so that new import channels could be opened for foreign goods which would not be subject to customs duties prior to sale or transhipment.

Site of the zone is Pier No. 1, Berth 60 where transit sheds and Los Angeles' one million, five hundred thousand dollar reinforced concrete warehouse will be used ot house administrative offices and storage facilities.

Now, today, we are engaged in a great plan of improvement that will maintain the forward leadership of our harbor, the southland's greatest single facility, dedicated to commerce and the development of trade to all the world.

EBB'N FLOW

(*Continued from Page 20*)

actions by other countries, but it is also likely to aggravate the basic problem which concerns the world today—the so-called dollar shortage," the report said.

Doubt:

"Under present conditions, the United States is exporting to the rest of the world several billion dollars of goods a year more than she buys. . . . This situation cannot last for long . . ."

Indicating State Department officials don't believe the fishing industry was as bad off as it claimed the report said that while imports have mounted in the last 3 years, domestic production has jumped even higher.

"The facts brought out in this report would appear to suggest that a positive cause of attempting to expand consumption and cut domestic production costs would be the most appropriate and soundest method of meeting the industry's problem of competition," the report stated.

Showdown:

A few days later, however, the chairman of a House fisheries subcommittee called for a showdown between the Southern California fishing industry and State Department officials over their sharp differences in what the future holds for San Diego-San Pedro fisheries if foreign competition continues to mount.

Rep. Clark Thompson (D-Tex.), the subcommittee chairman, said he planned to call Southern California industry leaders and State Department fisheries experts before his group for further conferences. His decision came after publication of a State Department report which claimed the domestic fisheries haven't been hurt by imports and aren't likely to be if they take steps to improve their own production and promotion methods, with perhaps a little federal subsidy thrown in.

It was before the Thompson subcommittee only a few months ago that Southern California industry spokesmen warned they would be run out of business in the next few years unless the government slapped a curb on tuna imports. This was part of the testimony which persuaded the subcommittee to draft a resolution calling for a State Department report on the threat of foreign competition and how it could be controlled.

Thompson said he had not yet scrutinized the report, made public Wednesday. But from a quick check he already has noted the State Department in effect refuted most of the industry claims.

"First I plan to call the subcommittee to study this report," Thompson said. "Then we'll call State Department and fishing industry representatives to see if this problem can't be ironed out.

"The report was to have guided the subcommittee in recommending legislation to aid the industry. But from a quick look at it, apparently it merely says the only solutions are up to the industry itself and there is no danger from increased imports of fish products."

Promoted
James R. Barry

CHANGES

Announcements:

Members of the food industry were shocked by the death of Edward M. Darrimon, 59, executive in several fish canning and marketing organizations, who died May 6 of a heart attack while driving to Lindbergh Field in San Diego, California. Darrimon, who resided with his wife, Sadie, at 530 Loring Avenue in Westwood, California, was president of the San Diego Packing Corporation. This firm operates one of the newest and finest tuna packing plants on the Pacific Coast. He also was the president E. M. Darrimon & Co., marketers of Adventure Brand Tuna and other fish products. Prior to coming to Southern California just one year ago, Darrimon had spent 25 years in the canned foods business in San Francisco. Until his resignation last June, he was a vice president of Parrott & Co. At the time of his death he was also president of Red Rock Fisheries in Richmond, California. Funeral services were conducted in Oakland, California. Mr. Darrimon, in addition to his widow, left a daughter, Mrs. Barbara Wilson, of Oakland. James R. Barry was elected as the president of E. M. Darrimon & Co., and would guide its activities as sales representatives for the San Diego Packing Corporation, and the California Marine Packing and Curing Corporation. At the same time the election of Charles A. Glass, well known food executive, as a vice president and director; and R. Clarence Ogden, San Francisco attorney, as director, was announced. Barry started his career as a salesman for the Holly Sugar Company. Later, with his father, he represented that concern as the Barry Brokerage Company. For many years he was the Southern California manager for Parrott & Company. On the formation of E. M. Darrimon & Co.. he became a vice president. Succeeding Darrimon as president of the San Diego Packing Corporation

(*Continued on next page*)

EBB'N FLOW

(*Continued from page 23*)

is J. H. Dempsey, a well known figure in the Pacific Coast canning industry. Dempsey is also president of the Hickmott Canning Co. and the Red Rock Fisheries, both in northern California. He had become the active head of San Diego Packing Corporation, it was announced.

AT LOS ANGELES

Budgets:

Construction projects for new shipping facilities in Los Angeles harbor would cost $9,153,100, it was disclosed when the 1949-50 fiscal year budget totaling $14,616,560 was approved in May by the Board of Harbor Commissioners. The new budget showed an increase in administrative and operating expense of $291,000 attributed to salary and wage increases; higher insurance premiums; and deficits anticipated in the operation of foreign trade zone, which is expected to be authorized by the foreign trade zones board this summer. Maintenance work in port of Los Angeles next year will cost $600.000 allowing for the completion of long-needed work deferred during the war years. In his tranmittal letter, Arthur Eldridge, general manager, listed the following construction projects: Passenger marine and cargo terminal, west basin — $5,800,000; apron wharf and transit sheds at berths 153, 154 and 155 — $2,458,000; wholesale fish market building, slip No. 1—$450,000; new incinerator plant—$250,000; new paving in fish harbor — $100,000; new high line facilities at berth 181—$100,000; and $45,000 for new fencing, gates and floodlights at site of foreign trade zone.

The budget includes $446,078 to pay interest on outstanding bonds during the year. An amount of $50,000 was omitted from operating revenues in anticipation of early board action rescinding the 5c a ton truck charge levied at Los Angeles harbor on cargo moving to or from the port by any of the 200 motor truck carriers serving the port. The budget reflected an anticipated loss of $400,000 during the year because of reduction in land rentals and oil royalties, according to Eldridge. However, the overall budget figure was only $4,000,000 less than the 1948-49 figure and that amount was spent on new construction during the last fiscal year.

PORTUGUESE CRISIS

Fish and Ships:

Sardines were vanishing from the Portuguese coast. Throughout the Portuguese fishing ports the industry faced a crisis, particularly in Sezimbra, just south of Lisbon. The economic life of that big fishing center was paralyzed. Half the population depends on the fishing, and for the most part lives on fish. Canning factories are at a standstill. Fisheremn saw that the main trouble comes from the steam fishing ships which operate less than six miles from the coast, where in former times only the smaller boats worked.

Fish Killed:

Such deep fishing vessels destroy everything and transform the fishing grounds in such a way that the fish either die or move on to more congenial areas.

Because of this, the sardines which previously were plentiful around the Portuguese coast have almost ceased to exist. They no longer appear in the markets nor are supplies available for the canneries.

Portuguese law forbids fishing by steam trawlers less than six miles from the coast, but in 1945 the regulation was relaxed. The government granted licenses to such vessels to fish close inshore, thus bringing about the present situation, under which the small fishermen are unable to make a living.

Unemployed:

In Sezimbra alone 3,000 fishermen are unemployed. The industry there has declined steadily year by year. In 1943 the production of fish was 209,220 volumes; 1944, 125,248; 1945, 112,248; 1946, 81,108; 1947, 78,856; 1948, up to June, 18,213. And the catch continues to diminish.

The fishermen have applied to the government for aid, and at present soup for 700 is being provided daily.

Near Sezimbra is a town called Setubal, which also is suffering. Out of 5,000 fishermen living there 20 years ago, only 150 remain, most of them unemployed. The authorities also supply them with daily soup.

The press states the navy minister is to study the situation and attempt to find a remedy.

Complaints were made at one time that a Norwegian whale fishing enterprise off the Portuguese coast was responsible for the plight, but it stopped operations and the scarcity continued.

MEASURES

Victory:

Jubilant San Diego and San Pedro kelp industry representatives hailed action of the Senate Fish and Game Committee in killing a bill which would have closed for 3 years the major kelp beds off the Orange County coast.

A similar bill already had passed the Assembly, but was being held up so members can vote on it again.

Assemblyman Vincent Thomas, of San Pedro, and Sen. Fred Kraft, of San Diego, were confident that the Assembly bill would be defeated and that the threat to the kelp industry is ended—at least for now.

Representatives of the Southern Council of Conservation Clubs argued that kelp cutting is driving out game fish and bait. Opposing the bill were W. W. Wilson, of San Pedro, and Lee Pratt, of San Diego, representing two kelp companies. They argued that kelp harvesting is beneficial to the beds and there is no substantial evidence to show that cutting operations destroy fish supplies.

OPINION

Goodrich:

The need for a non-partisan "umpire" to determine how far government can go in "wisely and safely" controlling business, was urged by an Akron, Ohio rubber company executive. In a talk to members of the Economic Club of New York, John L. Collyer, president of The B. F. Goodrich Company, cited the danger of how more and concentrated power in government can develop into a totalitarian state. Discussing "How Can We Improve the Relationship Between Business and Government," Collyer called on the 81st Congress to authorize such a fact-finding board.

"The American people," he said, "have demonstrated in every way that they can express themselves in not wanting Communism, Fascism or any other form of totalitarian government." Such governments developed in other countries, he said, with the people actually supporting the early steps, without being aware that they were forging a "link in a chain of bondage to the state." Collyer contended that many Americans, including some businessmen, are constantly demanding that government give them what they want. "Grave dangers beset this course," he said. "Narrow interests gain emphasis over public interest.

"Government assistance is substituted for self-reliance. An unhealthy intimacy is developed that encourages further favor seeking and more dependence upon the government."

The fact-finders would set up the warning signals, he said, "that we must recognize and heed if we are to preserve our freedoms. "All segments of our

(*Continued on page 28*)

Fiesta!

Matthew Monise, prominent leader in fishing fleet activities in San Diego, President of the last year's Fiesta of the Holy Ghost celebration at Point Loma, and owner or co-owner of several tuna clippers.

HUNGER and privation, in their most violent forms, stalked Portuguese soil proper, and its dominions, in the 14th century. Men, women and children, their faces pinched and drawn, looked at one another, and speculated upon how long the suffering would last. Crops had failed, there appeared, immediately, no surcease. Then, out of the blue, so to speak, the situation took on a new hue. Food abounded; industry began rolling; the sunny, happy country once more went about its normal business. Portugal's regal, black-haired canonized queen, Isabella, had stepped into the picture, and in a manner that her subjects never forgot, even unto this day. She had rehabilitated her country and her subjects by selling, down to the last gem, her jewels, and the money had gone to buy food.

Since that day, the Portuguese everywhere pay tribute, once a year, to the great-hearted ruler, whose people meant more to her than did her worldly possessions. Each year the colorful Portuguese Fiestas, honoring Isabella, take place wherever there is a Portuguese. The occasion is his thanksgiving; his tribute to a great sovereign; his gesture of appreciation; his expression of joy, and his hope for plenty in the year to come.

Some of these Fiestas, in various parts of the world, take on a pageantry comparable to only the New Orleans Mardi Gras, the Portland, Oregon, Rose Festival, and Italy's Io Saturnalio. The difference, of course, between the Portuguese Fiestas and others mentioned being that, predominantly, the latter represents a deeply religious intent and purpose.

In San Diego, California, June 12, the Portuguese will begin a three-day celebration at Italian Hall at State and Dale Streets. This particular event will be brought off by I.D.S., or Brothers of Divine Holy Ghost (Irmandade Devino Esperito Santo3. Preceding the pageant, on June 5, to be exact, the Portuguese will begin a similar celebration at the beautiful UPSES Hall at Point Loma.

LAST year, while more than 8000 fellow townsmen looked on, San Diego Portuguese-Americans celebrated their Annual Feast of Holy Ghost with a colorful processional, religious observances and High Mass at St. Agnes church, banquet for 2500 guests and dancing in the evening, in a glorious finale to three day week-end rites.

Every San Diego based fishing boat that could time its return to the port was docked and its crewmen decked out in best Sunday meeting suits, and every family in the "colony" was represented.

With Pt. Loma high school band leading the way, hundreds of marchers representing the Portuguese Club, Society Espiritu Santo and other Portuguese patriotic and religious organizations made a procession from the UPSES hall on Addison street to St. Agnes church. After the High Mass, another procession brought participants back to the hall where feasting began.

Queen of the festivities was Gloria Freitas, and her attendants were Louise Freitas and Virginia Xavier, beautiful in elaborate gowns and sparkling diadems. An unusual feature of the feast was the inclusion of a "little King" instead of the usual "little Queen," John Lauriano, jr., bearing a crown in this capacity. His attendants were Ernie Silva, jr. and Donald Madruga.

Pioneer fisherman and boat owner Matthew Monise, president of the United Portuguese SES celebration last year, met the procession and escorted the honored personages into the church. Msgr. Laurence Forristal, pastor, St. Agnes, Rev. E. Creighton, assistant Pastor, and Rev. J. Martins, pastor of All-Saints church, Hayward received the Queen and the leaders in to the church edifice.

Admiration of the large crowds for the beautiful gowns and the splendor of the procession between church and hall was a deserved tribute to the intensive work given unselfishly by Mrs. Matthew Monise for weeks and even months preceding the event. Each detail of gown selection, arrangements for the many organizations and their place in line of march, and the many colorful parts of the parade were planned and executed by Mrs. Monise and her loyal staff workers.

Not too much credit can be given to such unheralded but hard working participants as John Lauriano and Tony Rose, co-owners of the Honor boat *Victoria*. Altho the *Victoria* itself could not be present these two industrious young men took on innumerable tasks and completed them in proud fashion. "They did a tremendous job," President of the Holy Ghost Feast Monise said, "and I think everyone connected with the celebration recognizes their efforts."

Due to the tremendous outpouring of guests, the program at the dinner following the procession was limited to introduction of guests and a short talk by Superior Judge Dean Sherry. Judge Sherry spoke highly of the fine work done and being done in San Diego by the Portuguese groups.

The Feast of the Holy Ghost celebrates a policy expressed in a wish by Queen Isabella that charity be especially given on this occasion each year, and perpetuated by the Society Espiritu Santo.

One reason for the success of the work —and there was tremendous amounts of it—in the kitchen which had to serve 2500 guests was the intelligent direction accorded by Mrs. Mary Monise as head cook and the valiant efforts of her cohorts Mrs. Rosella Monise; Mrs. Adelaide Lucas; Mrs. Mary Silva; Mrs. Germaine Brown; Mrs. Mary J. Silva; Mrs. Joe M. Medina; Mrs. Manuel Gama and Mrs. Elsie Gonsales, among others.

This year's many unusual features included a representation by "special

(Continued on next page)

CLASSIFIED

PROPELLORS

Pitching, straightening, balancing, Pacific Marine Service, 3781 Dalbergia, F-9-4701. San Diego, Cal.

BOATS FOR SALE

36′ fishing boat, sleeps three. Bait tank. A-1 shape, ready for albacore. Sacrifice. Write Box PA111, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

28′ Monterey. 2 ton hold. Fully equipped, $3,500. Write Box PA112, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

30′ Monterey. 80 h.p. motor. A-1, complete jig-fishing gear. Write PA113, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

Tuna clipper. 56′, equipped with Cummins Diesel. $34,500. Write PA114, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

Commercial Fishing Boat. 42′, built 1946. Gray Diesel Motor, 12 ton insulated hold. Fathometer, iron mike, radio- telephone. Sacrifice $25,000. Write Box PA115, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

40′ Fantail Diesel, built 1947. 9 ton ice hold, 500 gallon fuel cap. $12,500. Write Box P3116, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

BOATS WANTED

Want good size albacore fishing boat for coming season. Three fully experienced commercial fishermen. Will share or lease. Write Box P9117, Pan-American Fisherman, Broadway Pier, San Diego, Calif.

MISCELLANEOUS

See BILL KEATING for fuel dehydrators, filters, and elements, all types. Oil Filter Service Co., Franklin 9-6792, San Diego, Calif.

Good used FM 450 G.P.M. Pumps. James Cowan, 2405 E. Harbor Dr., San Diego, Calif.

FOR SALE

"OREGON"

Combined trawler and tuna clipper. Official No. 251138. Built 1945, W. C. Nickum & Sons, Architects. Gross Tonnage 219 tons. Length 91.8 ft. steel hull. Beam 26.2 ft. Depth 10.18 ft. Propulsion one Enterprise Diesel Engine 600 HP. Equipped with two forward brine tanks and refrigerated hold storage. Location: Seattle, Washington.

"ALASKA"

Combined trawler and tuna clipper converted to purse seiner. Official No. 252331. Built 1945, W. C. Nickum & Sons, Architects. Gross Tonnage 240 tons. Length 91.8 ft. steel hull. Beam 26.2 ft. Depth 10.8 ft. Propulsion one Enterprise Diesel Engine 600 HP. Equipped with six brine wells with dry refrigerated hold storage. Location: Seattle, Washingon.

"PACIFIC EXPLORER"

Converted from freighter for operation as mother ship with fleet of fishing vessels. Built 1919, conversion completed 1947, W. C. Nickum & Sons, Architects. Official No. 218294. Gross Tonnage 7,254 tons. Length 410 ft. steel hull. Beam 54.4 ft. Depth 27.2 ft. Propulsion triple expansion steam engine 3500 HP. Equipped with refrigerated cargo space of 166,000 cu. ft., meal reduction plant, crab cannery and ice making equipment. Location: Astoria, Oregon.

•

Sealed proposals to purchase any of aforesaid vessels may be submitted to Reconstruction Finance Corporation, 811 Vermont Ave., Washington 25, D. C., on or before 2 P.M. Eastern Daylight Saving Time, July 15, 1949. Right to reject any or all bids is reserved. For bid forms, instructions to bidders, more specific description, inspection of vessels, conditions of sale, etc., write:

RECONSTRUCTION FINANCE CORP.

210 CENTRAL BLDG., SEATTLE 4, WASHINGTON

FIESTA

(*Continued from page 25*)

Queens" of many boats other than the Honor boat and they added much charm and color to the occasion.

Fireworks, including a spectacular display of bombs which opened to thrust forth American and Portuguese flags attached to parachutes, followed the religious services. On Saturday night a complete program of festivities, including dancing and fireworks had been a colorful part of the observances centering around the Honor Boat. Mr. Monise's boat the *Victoria*, unable to make port in time, was represented by skipper Victor Goularte's clipper, the *Endeavor*.

N.F.I. at Chicago

(*Continued from page 21*)

dishes, among our most economical foods.

The convention closed with installation of officers and passage of resolutions Saturday, April 30. The resolutions in particular called for the ECA to make use of all kinds of fish in European aid and for Congress to maintain or increase government attention to the growing fisheries industry.

(R. J. Ederer Company and their subsidiaries held an annual Sales Meeting during the same week that the National Fisheries Institute met for their fourth annual convention. In the Ederer meeting, emphasis was stressed on the quality and service of Ederer Products for the betterment of the Commercial fishing industry. Mr. Clarence Ederer, Mr. Eugene Ederer, and Mr. Walter Conklin presided over the gathering and vividly brought out the importance of maintaining their excellent manufacturer-customer relationship. This good-will is made possible through the quality and service of Elerer netting.

Clarence Ederer discussed the company's research of raw materials and their development of linen machinery. Their program is designed to further improve netting quality and enable fishermen to enjoy greater profits through the use of Ederer netting. The final day of the convention and sales meeting was devoted to a tour through the Ederer plant. It was personally conducted by Mr. L. A. Ederer. The sales organization, and also many customers attending the N.F.I. convention, were invited. Mr. Ederer explained how the wide operation of newly designed machinery is applied to Ederer netting quality, and showed the numerous reasons why Ederer netting excels.)

Virgil's Customers get today's best values today. The best that the market affords may be found on our shelves today and every day.

Prices we cannot control but we can and will see that the Tuna boats we serve are supplied with Quality foods.

VIRGIL'S MARKET

4845 NEWPORT

Bayview 6651 SAN DIEGO

*the **'buy word'** on the daily shopping lists of America's housewives*

why it leads---

There IS no more RIGID inspection or careful sanitary handling than that which we employ in the production of this and our other famous brands of canned sea foods. This is assurance of a fast selling brand on the retailer's shelves.

High Seas Tuna Packing Co.

INCORPORATED

SAN DIEGO, CALIF.
French Sardine Co., — Terminal Island, California

For . . .

DEPENDABILITY
ECONOMY SERVICE

. . . choose . . .

CUMMINS
DIESEL ENGINES

Autocar Heavy Duty Trucks
Luberfiner Filters
For Fuel & Lube Oils

Parts - Service - Supplies

F. R. LAUX

AUTHORIZED DISTRIBUTOR FOR SAN DIEGO COUNTY

2286 Main St. **Phone F-0288**

MELIORATE HOOKS
Are
Standard Equipment
on the
WORLD'S LARGEST

TUNA CLIPPERS

There's a **Good** Reason!

SEE YOUR OWN SUPPLIER

Meliorate Co. Products

RUDOLPH BANTLE, Prop.

2804 Midway Drive Phone B-3578

SAN DIEGO 10, CALIFORNIA

EBB'N FLOW

(*Continued from Page 24*)

economy should be able to know what they can and cannot do under the law rather than have to wonder how a course of action will be next interrupted by the government."

Meanwhile, Goodrich had an announcement to make on a "new baby":

"Cold rubber," latest improved type of man-made chemical rubber, may mean future employment for thousands of production workers, Dr. Waldo L. Semon, director of pioneering research for the company, at Akron, Ohio, said.

Speaking before the Washington Rubber Group, Semon said the new rubber will result in products that wear better than those made with crude rubber and that "increasing use of the new material may be the factor that will permit competitive economic operation of the American chemical rubber plants with the associated employment of thousands."

The rubber scientist disclosed that cold rubber has been made at temperatuers as low as 14 degrees Fahrenheit but added that large scale production will be run at a temperature of 41 degrees as soon as sufficient refrigeration equipment can be installed in Government plants operated by private companies.

He said the final word on synthetic rubber has not been told and predicted that there still are great strides to be made in the manufacture of new and improved varieties of chemical rubber, especially as they applied to the fisheries' needs.

Warning that research in this country may soon face a serious obstacle, Semon said that industry is finding it increasingly more difficult to raise capital for the commercialization of the many advances coming from research. Industry, he said, must be given a period of time in which to recover its expenditures for research and development.

Homemaker's Delight:

Plastics by the yard are in store for housewives this year for making aprons, slip covers, curtains and scores of other items, according to E. F. Tomlinson, general manager of The B. F. Goodrich Company plastics division. Speaking to sales executives recently at the Claremont Hotel in Berkeley, California, Tomlinson said, "Every woman's yen to furnish her home in bright colorful patterns and at the same time make housework easier, is soon to be fully realized. Many of the beautifully designed coated fabrics and transparent plastic films that have been available in the form of shower curtians, table cloths and such will soon be on the market as yard goods for Mrs. Housewife to make in-

(*Continued on page 29*)

IVA L. BARKER
CUSTOMHOUSE BROKER
328 WEST F STREET
Phone F 1785 **San Diego**

PACIFIC MUTUAL
FISH GROTTO
NEWEST ON
OLD FISHERMAN'S WHARF, MONTEREY, CALIF.
Specializing in **CRAB CHIPPINO**
Prepared in true Italian Style
Abalone - Crab - Lobster
and All Kinds Fresh Ocean Fish
WE'LL COOK IT FOR YOU!
— YOU NAME IT —
NOW OPEN FOR BUSINESS

Responsibility
There is no substitute for exactness in filling a prescription. Either it is right or it's wrong. It must be right! We use only recognized brands of medical supplies and apply utmost care in preparations.
We carry a complete line of drugs and home supplies; also medical supplies for the fishing fleet. We are recognized for our "Responsibility" by all leading physicians in the San Diego area.
PT. LOMA PHARMACY
Leo Volz
1139 Rosecrans Ave. Bayview 7171
SAN DIEGO, CALIF.

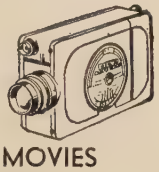
EBB'N FLOW

(*Continued from page 28*)

to anything she wants." Speaking of his company's Koroseal material, he pointed out that it can be sewn or heat sealed and made into household furnishings and garments as easily as ordinary fabrics and later kept clean by simply wiping it with a damp cloth or using soap and water.

"Before the war," Tomlinson said, "you may have wanted a white or light colored upholstered chair for your living room, but gave up the idea because it would show soil and wear too soon. Now you can buy a white upholstered chair or make a white Koroseal slip cover and simply wipe it clean with no extra work at all."

16 m.m.
BELL & HOWELL
AUTO LOAD
for the BEST MOVIES
$186.67



BUNNELL
PHOTO SHOP
1033 Sixth Avenue
San Diego, Calif.

Index to Advertisers

A
Avondale Marine Ways, Inc. 2

B
Bank Cafe 31
Barney & Barney 2
Barker, Iva L. 28
Bob Inn 31
Bowman & Vader Engines 31
Bunnell Photo Shop 29

C
California Electric Works 30
California Western States Life Insurance Co. 29
Classified Ads 33
Coast Equipment Co. Inside Front Cover
Cutri Insurance Agency 1

D
De Falco's Market Co. 4
Drake & Bullen 1
Drake, Cecil W. 5
Driscoll Bros. 30

F
Fisherman's Yard 35
Fishong Lures, Inc. Back Cover

G
Golden West Hotel 30

H
Harbor Boat Building 31
High Seas Tuna Packing Co. 27

J
Jerry's Boat Sales 31

K
Kensington Dining Room 30

L
Langhorst Cafe 31
Laux, F. R. 27
Leanders, John E. 29
Lodge Process Co. 1

M
Maryland Hotel 29
Maxwell, R. D. 4
Meliorate Co., Products 27

N
Hugo Neu Corporation 31
New World Life Insurance Co. 29

O
O'Leno, Ross 29
Ocean Beach Garage 30

P
Pacific Electronics 2
Pacific Mutual Fish Grotto 28
Peterson Boatbuilding 32
Pt. Loma Anchorage 31
Pt. Loma Pharmacy 28
Porter & Sons 29

R
Reconstruction Finance Corp. 26
Reed, A. O. & Co. 30
Rogers, A. A., Motor Co. 34

T
Todd Shipyards Corp. 30

V
Virgils Market 27

W
Western Canners Co. 4
Western Salt 29
Wilson, Roland Co. 30
Winther's Pipe Shops 31

That Salty Salt

WESTERN SALT CO.

Plant
South End of
San Diego Bay

Office
1245 National Ave.

SAN DIEGO
CALIFORNIA

San Diego's *Best Bet*

For Fine Foods
and Friendly Hospitality

THE
MARYLAND HOTEL
Featuring

THE
Maryland Room
Complete Dinners
Until 10 P. M.

THE
Gold Room
For the Finest in
Mixed Drinks

6TH, 7TH and F STS. — SAN DIEGO — PHONE F5111
300 Moderately Priced Rooms

PORTER & SONS
HOMER PORTER

BONDED BRAKES

TUNE UP

FRAME and WHEEL ALIGNMENT

— General Repairs —

— Expert Service —

We Would Appreciate Your Patronage

847 State St. **F-8516**

SAN DIEGO, CALIF.

DRISCOLL BROTHERS
BOAT WORKS
TUNA TENDERS
Designed by Dair N. Long
"THE GEAR LOCKER"
— INCORPORATED —
Y-CO MANILA ROPE BROLITE PAINTS
P. O. Box 161, San Diego, Calif.
Foot of Talbot St., Bayview 5574

Swift • Efficient • Economical
REPAIR
OF FISHING VESSELS
TODD SHIPYARDS CORP.
SAN PEDRO, CALIF.
TERMINAL 2-3361

Ocean Beach Garage
4868 Newport Ave. Tel. B. 7144
KAISER FRAZER
Sales & Service
SPECIAL SERVICE ALL MAKES CARS
J. D. STEVENSON E. R. STEVENSON

A. O. REED & CO.
PLUMBING AND HEATING
INSTALLATIONS and A COMPLETE
REPAIR SERVICE
A COMPLETE LINE OF WATER HEATERS
Main 2141 672 8th Avenue San Diego, Calif.

California Electric Works
Wiring
Motors
Repairs
Call CALEWO - M 2145
Nites F 9-8011 San Diego, Calif.

Kensington Dining Room
4108 Adams Ave., San Diego, Calif.
Randolph — 5380
Specialty of the House
Hawaiian Barbecued Steaks
Open 8 a.m. 'til 8 p.m. Mgr.—Chef Speer

Fisherman we know you will be satisfied with
San Diego's **GOLDEN WEST** *Hotel*
★ Most comfortable ★ Economical ★ Scrupulously Clean
DAILY Single **$1.50** to **$3** Double **$2** to **$4**
Continuous steam heat October to June

Emmett & Nannie McFadin Owner's & Mgr's. **3rd & 4th on G**
AMERICA'S GREATEST VALUES • Franklin 7596

KAISER **A. A. Rogers Motor Co.** FRAZER
580 EL CAJON BLVD.
EL CAJON, CALIFORNIA
A. "Al" Rogers Phone
New & Used Cars Hilldale 4-8382

KNOW WHAT'S
GOING ON!

SPECIAL
BARGAIN
PRICE!

2 Years - - $5.00

— — — — —CLIP AND MAIL NOW— — — — —

the magazine PAN-AMERICAN Fisherman.
Broadway Pier
San Diego 1, California

Please send me the magazine PAN-AMERICAN Fisherman for
2 years for $5.00 ☐ **Bill me** ☐ **Cash**

Name_____

Address_____

City_____Zone_____

State_____

SPECIALISTS
IN THE REPAIR OF

CHRONOMETERS
STOP WATCHES
SEXTANTS
BINOCULARS
SHIP'S CLOCKS
WHEN IN PORT, WE WILL WIND AND RATE YOUR CHRONOMETER . . . WORK CALLED FOR AND DELIVERED
ROLAND C. WILSON
523 'B' ST. SAN DIEGO — F 0268

Pleasing to your palate
. . . pleasing to your purse

Henry Langhorst

Cafe by the Bay

(Formerly Bernardini's)

BEER — CHAMPAGNE — WINE
Dinner from 11 A.M. to 9 P. M.
FOOT OF HAWTHORNE
Phone Main 9566 for Reservations
SAN DIEGO, CALIF.

WINTHER'S PIPE SHOPS

PIPES — TOBACCOS
IMPORTED AND DOMESTIC
"EVERYTHING FOR THE SMOKER"
HUMIDORS — POUCHES — PIPE RACKS
Two Prominent Locations
Store No. 1, 443 Broadway Franklin 9-8419
Store No. 2, 131 Broadway Franklin 9-4549
SAN DIEGO, CALIF.

for personal service and dependable brokerage

JERRY'S BOAT SALES

Post Office Building
TERMINAL ISLAND, CALIFORNIA

TROLLERS — SEINERS
CLIPPERS

ALL TYPES OF COMMERCIAL CRAFT

Phone TErminal 3-3367

A. G. "JERRY" HINDS
M. B. "CURLY" PARKE

ATTENTION:

SHIPYARDS — SHIP OWNERS

Liquidation Sale!

MODERN EQUIPMENT

Diesel Propulsion Engines
Diesel Generator Sets
Heat Exchangers, Pumps
Refrigeration Machinery
Blowers, Motors

Write or Call For Details — Arrange for Inspection

HUGO NEU CORP.

1150 HARBOR DR.
SAN DIEGO, 1, CALIF.
PHONE FR. 9-3789

Rebuilt Motors

for ALL Cars

(State Bonded Engine Exchange)

BOWMAN & VADER

YOU INSTALL or WE INSTALL

760 13th St. Franklin 1527
SAN DIEGO, CALIF.

The Fisherman's YARD

24-HOUR SERVICE * REPAIRS
1000-TON DRYDOCK * MARINE RAILWAYS * COMPLETE SHOPS
HARBOR BOAT BUILDING CO. FISH HARBOR TERMINAL ISLAND, CALIF

BANK CAFE

"Where Friendliness Prevails"

- FINE HOME COOKED FOOD
- MIXED DRINKS
- YOUR FAVORITE BEER
- TWO SHUFFLEBOARDS

Your Host — Jack Millspaugh

944 7th Ave. F-9-8414
SAN DIEGO, CALIF.

"Just a little bit different"
BOB INN
COCKTAILS
BEER AND FINE FOODS
942 · Columbia St. . San Diego, Calif. M-2274
Bert "Breezy" Turner : Your Host

"Where Most People Go Most"
TO PLAY SHUFFLEBOARD TO RELAX

POINT LOMA ANCHORAGE

Licensed Boat Brokers--Fishing Craft of All Sizes

38′ Kettenburg radio, bait net, swordfish plank. Chrysler Crown 115 h.p. Excellent condition **$11,000**

38′ Kettenburg caterpillar diesel, Witte diesel auxiliary, 2 way radio, refrigeration.

60′ Purse Seiner, Atlas engine, with or without nets **$27,000**

50′ Purse Seiner. Available June 1st. Atlas Main . . . offer.

34′ Jig Boat hull. 1 year old. Needs engine **$1500**

42′ Converted LCVP. Bow added. Diesel engine. (Never used since conversion) **$5500**

USED MARINE ENGINES — ALL PRICES

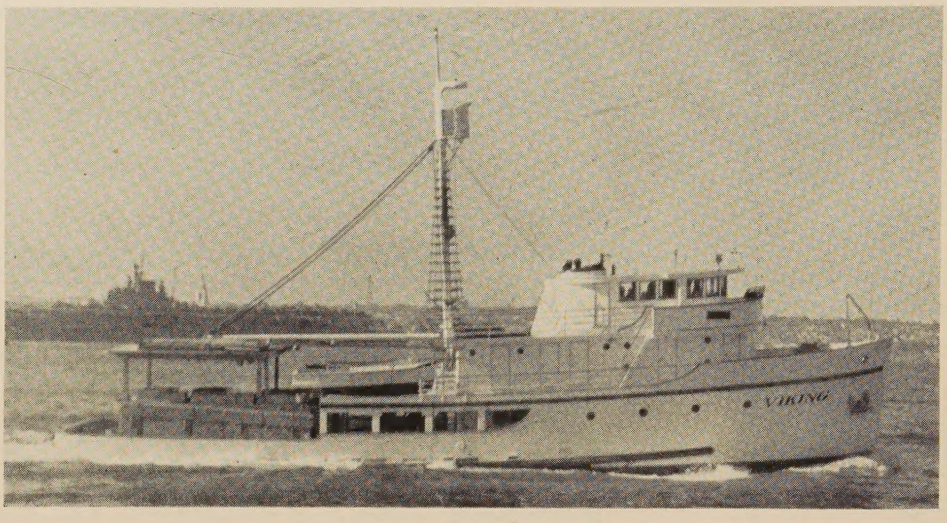
NORDBERG ENGINES ARE HERE NOW

2841 CANON ST.
P.O. BOX 594, POINT LOMA, CALIF.

TELEPHONE BAYVIEW 2-1935

THE NEW

M. V. VIKING



HIGHEST QUALITY

IN WOOD TUNA BOAT CONSTRUCTION

Designed by Arthur DeFever for Frank Brenna, captain, and associates.

The Owners State:

"As Sturdy As Her Namesakes"

Built By

PETERSON BOATBUILDING CO.

TACOMA, WASHINGTON

Fishing is **BIG** business!

Southern California's annual fish pack exceeds $200,000,000. More than 800,000,000 pounds of edible fish flow from Southern California's canneries to grace the world's luncheon and dinner tables: A sum and quality almost equal in size to this is reported by fresh and frozen fish divisions of the industry.

•

This is the most important buying market in the West, a compact field so highly concentrated that one medium in Southern California can swing it; an advertising message in the Pan-American Fisherman magazine assures reaching this tremendous buying power.

•

Pan-American Fisherman magazine is dedicated to SERVICE—from the crews of the fishing vessels which scour the Pacific Ocean for tuna and the many other fine fish taken in these waters, to the highly paid, capable business executives of fishery processing plants. That is why Pan-American Fisherman magazine will carry the ball for you and your products which you want to sell to this powerful buying market. The Pan-American Fisherman magazine literally blankets the Western fishing industry . . . without costly duplication. Put this powerful medium to work for you now and let it help you sell your products!

•

Instruct your advertising and public relations departments today to write, wire, or telephone for complete information on advertising rates, circulation, and readership so that your files may contain full information on this ONE ALL-COVERING FISHERIES MEDIUM, the magazine that publishes news of the fishing industry, NOT JUST STATISTICS.

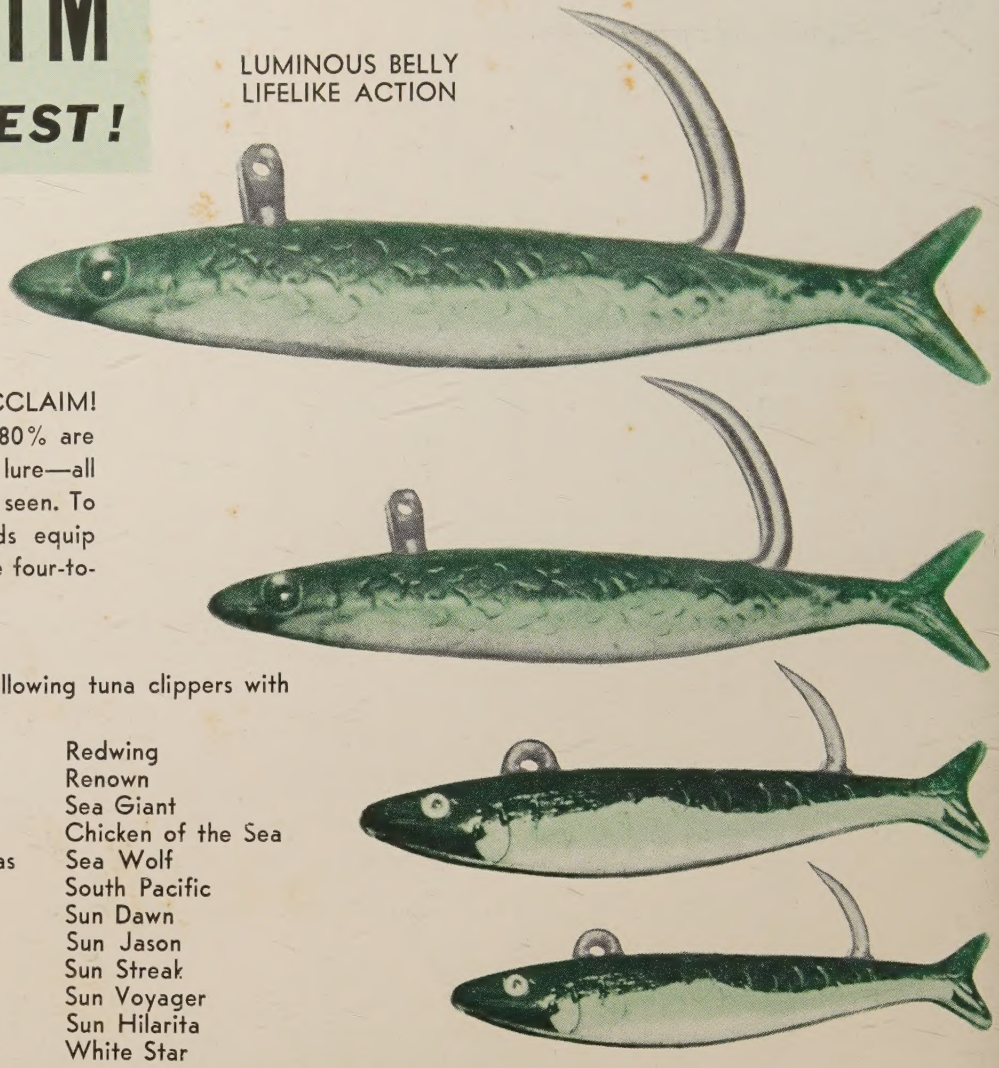
PAN-AMERICAN fisherman

206 BROADWAY PIER
TELE. FRANKLIN 7876
SAN DIEGO 1, CALIFORNIA

O. E. Sette c
Fish & Wildlife Service
Room 807 - 630 Sansome St.
San Francisco 11, Calif.

by ACCLAIM
the WORLD'S BEST!

LUMINOUS BELLY
LIFELIKE ACTION



FISHONG
THE FOUR-TO-ONE LURE

We mean just that—BY ACCLAIM! Of all the boats in port now over 80% are equipped with Fishong, the 4 to 1 lure—all acclaim it the best lure they have seen. To assure your boat of better loads equip NOW with FISHONG LURES, the four-to-one fish getter.

We are now equiping the following tuna clippers with Fishong, the four-to-one lure:

Aztec	Lone Wolf	Redwing
Commander	Lucky Star	Renown
Courageous	Margie Pearl	Sea Giant
Doris C	Mariner	Chicken of the Sea
El Toro	Mary C. Canas	Sea Wolf
Genita	Mayflower	South Pacific
Emma R. S.	May Queen	Sun Dawn
Clara Marie	Mercator	Sun Jason
Heroic	Myrtle L	Sun Streak
Intrepid	New Hope	Sun Voyager
Katie Lou	Paramount	Sun Hilarita
Linda Jo	Queen Mary	White Star

the world's best FISH GETTER!

The Fishong Lure has been designed by a practical fisherman. It has been developed and tested for over two years before it was put on the market—Fishong did the experimenting so you could use this sensational four-to-one lure and catch fish "right off the bat." Its lifelike action in the hands of the world's best and most famous fishermen assures success on trip after trip. There is no other lure like it. The luminous belly glistens and glitters in the water, and, therefore, by actual test, four fish strike the Fishong Lure to one strike on any other lure.

The Fishong Albacore getter is now in production and available for the Albacore season. We suggest you place your order NOW to assure yourself of full loads—WRITE, TELEPHONE, or WIRE us your order.

Available in All Sizes

Standard size numbers 12-10-8-6-4-2-1. Special albacore lures are available in number 10 and 6. Early placement of orders for this sensational 4 to 1 albacore lure will assure you of delivery in ample time for the albacore season.

PLEASE SEND PRICES TO:

NAME _____

ADDRESS _____

CITY_____ STATE_____

Exclusively Available Through

FISHONG LURES, INC.

3130 "D" AVE. GREELEY, 7-5789

NATIONAL CITY, CALIF.